

# Business-Smart Solutions, Inc.

Rebecca Zweig

President and Chief Executive Officer

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To Whom It May Concern:

Katrina Ling's presentation on the topic of Blue Ocean Strategy was very well received at *Inc.* magazine's 27th Annual Inc. 500 Conference and Awards Ceremony in Washington D.C., September 18 – 20, 2008. Like the Emmys for Entrepreneurs, the annual Inc. 500 conference celebrates the fastest growing companies in America. Over the past 27 years, the list has been first to identify some of the country's most revolutionary firms, household names such as Microsoft, Intuit, Oracle, Timberland, and Domino's Pizza.

This year's Inc. 500 conference was the most successful ever. Attendance increased by 25 percent to 1,539 attendees, despite the turbulent timing -- AIG collapsed and Hurricane Ike ravaged the Gulf Coast the same week. The audience in Ms. Ling's breakout session was about 500 business owners and top-level executives.

Ms. Ling scored high on our audience surveys, with overall rating of 8.5 out of 10.

Here's how she scored on various subsections (scale 1 to 5):

Presenter's knowledge of subject topic: 4.8

Presenter's delivery: 4.5

Presenter's interaction with audience: 4.4

Quality of material presented: 4.5

Relevance of content: 4.7

One audience member wrote this on a feedback survey: "Katrina Ling made a good, concise, informative presentation. She covered a lot in a very short amount of time." Another attendee wrote, "Katrina was very knowledgeable and had great, real-life examples and answers imbedded into her presentation."

My company Business-Smart Solutions designs curriculum and engages speakers for business conferences and executive education events. Because of the popularity of Ms. Ling's presentation, we will be inviting her back to future conferences for *Inc.* magazine and other clients. Please feel free to contact me directly at (303) 440-7036 if you have any questions.

Sincerely,



Rebecca Zweig, President and Chief Executive Officer  
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