

# Laird Norton

*Mr. Jack Sims  
P.O. Box 694800  
Miami, Florida 33269*

To Whom It May Concern:

I have worked with Jack Sims over the last 2 ½ years on a variety of sales and marketing initiatives at my former company, The Chamberlain Group, Inc. These activities included developing new marketing campaigns to expand our presence in the solar shading market segment and assisting in the development of various sales programs to enhance expand our dealer base. As we rolled out these initiatives, Jack Sims had the opportunity to speak before groups of employees and dealers of more than 25 people on a regular basis. In fact, he provided this service to us more than 20 times a year. Through his efforts, we were able to double our revenues over a short period of time.

I highly recommend Jack Sims as both a marketing consultant and as a speaker on sales and marketing related subjects. I would not hesitate to hire him for similar services at my new company. If you have any questions, please call me at (206) 464-5244.

Respectfully yours,

Jeff Vincent  
President & CEO  
Laird Norton



To Those in Search of Branding Expertise:

I have had the pleasure of working with Jack Sims for the past 7 years. Jack's enlightened views on branding and marketing have helped to grow our business more than 10 fold! In 1994, we were floundering in a sea of manufacturers, within a homogeneous industry. I'm proud to say that with Jack's vision and brand-building guidance, along with a committed effort, we are now the #1 brand in our category. This dominant position has helped us to outpace industry growth for 7 years running, and allowed us to command premium price points for our products.

Jack was also instrumental in developing our CRM (**C**ustomers **R**eally **M**atter) program. This approach has increased repeat business, enhanced our referral rate, and helped us to garner the highest customer satisfaction rate in the industry - with over 98% positive response.

I would strongly recommend Jack Sims to anybody who is looking to grow their business through branding and smart, insightful marketing.

**Two Thumbs Up!**

A handwritten signature in black ink that reads "Larry Bedosky".

Larry Bedosky  
Director of Marketing

Larry Bedosky  
Durasol  
225 Tower drive  
Middletown, New York 10941  
USA  
845-692-1131

February 2, 2001

To Whom It May Concern:

During the three years that Jack Sims worked with my division of the Polaroid US Consumer Products Group, he provided comprehensive marketing guidance that resulted in our 35mm conventional film and camera business growing from \$5 million to eventually over \$50 million in annual sales.

When Jack began working with us, he took a year old faltering product launch plan and retooled the national TV advertising, brand identity, packaging, consumer promotion, trade promotion, and even the sales force presentation materials that successfully revived the product launch and resulted in new distribution in several national retail chains.

Jack's marketing instincts and enthusiasm are contagious and my entire team still remembers his wise advice and counsel.



Larry Swensen

Vice President of Sales

LifeClips, Inc.

Brad Farris  
VP, Business Integration  
Automated Solutions  
2349 Lake St.  
Addison, IL 60101

June 9, 2006

To Whom It May Concern:

Jack Sims has changed the way that we think about Marketing, Branding and Advertising in the few years that we have worked with him. From the strategic overview to review of the detailed proposals, Jack brings insights and revelations that cause us to look at our businesses differently.

While I was in the position of General Manager of M&S Systems Jack led us through a complete review of our line, strategy and branding. He helped us to focus on who are customers are and what motivates them; leading us to revise our brand image, packaging and collateral materials. As a result our whole business has more respect for our products, our customers and ourselves in light of our improved brand image.

It's great to have Jack around in our businesses. He leads us to think bigger and better about who we are and who we want to become.

Sincerely,

Brad Farris

# LexisNexis

January 6, 2005

Mr. Jack Sims  
Growing businesses into Brands  
P.O. Box 6948000  
Miami, FL 33269

Dear Jack,

I would like to thank you for your participation at our annual offsite meeting in Florida last month. The feedback that I received from the marketing team and the general managers was very positive.

Your knowledge and experience lent itself well to the challenges that LexisNexis faces in re-branding ourselves from only an information vendor to a trusted advisor for the Corporate Counsel, offering tools and solutions to help them protect their business and manage their costs. Especially valuable was the deeper understanding of the importance of the brand in our markets.

It was a pleasure working with you, and I appreciate your follow-up conversation in thinking about ways to further meet with key customers to adjust their outdated perception of LexisNexis.

Yours Sincerely,

Darrell Huntsman  
Vice President and Managing Director  
LexisNexis

# LifeClips

To whom it may concern:

I've worked with Jack Sims for the past two years.

He is a brilliant, strategic thinker when it comes to marketing and branding, customer service and the analysis of customer experience. Jack helped provide both the leadership and partnership we needed to be successful. As a result of his efforts, LifeClips gained an immediate foothold in Eckerd drug, Sharper Image and Wal\*Mart stores. The consumer acceptance and satisfaction of this service were driven thanks to Jack's efforts.

Jack is incredibly insightful when it comes to thinking about branding, and identifying the key elements to focus on in building a brand. His total focus on the consumer experience also provided us with a pathway to ensure very high continued customer satisfaction.

Jack Sims is a great marketer and business partner. His experience, positive and enthusiastic outlook have been critical success factors in the LifeClips story. His real world experience saved us from many pitfalls that many companies experience in this arena.

Brian D Poggi  
President & CEO



To Future Brand Experts:

Jack Sims has been critical in the development of our branding strategy and initiatives. Having worked with Jack on multiple projects for several different businesses within the Automated Solutions family of companies, I have found Jack's marketing insights invaluable. His extensive real world background provides not only a wealth of technical skill but the breadth of experience necessary to provide unique perspectives on a variety of different marketing, branding and PR issues.

Jack has an uncanny ability to clarify the goals of a project and evaluate the steps necessary to attain those goals quickly. Most importantly, he never forgets that the only opinion that really matters is the end consumers and continually reinforced that perspective in conversations and presentations to our business units.

Jack's simple, forthright approach to marketing helped focus our organization on our customers and how best to communicate with them. I think you will find his approach refreshing and valuable in creating the right messages and image for your markets.

Sincerely,

Mark Utendorf  
Vice President - Marketing



T H E · U N I V E R S I T Y · O F · T H E · W E S T · I N D I E S  
S T · A U G U S T I N E

Mr. Jack Sims  
Brand to the Bone  
P.O. Box 6948000  
Miami, FL 33269

Dear Jack,

The Institute of Business would like to thank you for taking the time to host the “Brand to the Bone” programme in Trinidad.

The general feedback we have received from participants is enormously positive.

Your knowledge and expertise on branding brought to the participants comprehensive and practical tools that they can implement on their own brands.

It has been a pleasure working with you and I am grateful for your enthusiasm and dedication on this event. All the best wishes in your future endeavours and I look forward to working with you again.

Yours Sincerely,

Jo-Anne Boodoosingh  
Manager, Centre for Training and Development  
UWI - Institute of Business



## **Washington Group International**

Integrated Engineering, Construction, and Management Solutions

**David Hollan**  
**Director, Human Resources**  
Energy & Environment

We would like to express my appreciation for Mr. Jack Sims personal efforts in the preparation and development of a unique presentation for two organizational development seminars held by Washington Group International.

We asked Jack to capitalize on his own personal experiences of living and working in the United Kingdom and provide his insights on cultural perspectives for our employees who potentially may be asked to work in the United Kingdom for our company.

His presentation and delivery was extremely well received by the audience and provided a positive perspective for our employees to consider now and in the upcoming future.

Again, we would like to express our thanks for his time and effort in supporting our efforts.

Sincerely,

David Hollan

DH:kb