

July 11, 2007

To Whom It May Concern,

On behalf of Watson Land Company, I am pleased to offer our company's positive experience and without any reservation highly recommend the consulting services provided by Allison Sampson.

I had the opportunity to oversee our contract services with Allison Sampson which included a comprehensive review of the company's philanthropic and employee community service program. Allison's assessment, beginning with an intensive interview process with our staff, served to inform and culminate in a very productive executive meeting to define the company's strategic goals in this area in order to maximize the benefits and impacts of contributions for the grantee, the community and Watson Land Company's employees. As a result of this process we identified several key areas where we could improve the awareness and communications of the philanthropic program and added several new features and new operating systems to increase effectiveness and attain desired objectives.

Allison's experience with nonprofits, grant making, both the public and private sectors, public affairs, along with her excellent facilitation skills, proved instrumental in accomplishing the tasks with an extremely busy management team. Her professional style and no nonsense approach resulted in positive feedback from all levels of staff. The process was extremely efficient and cost effective. The results and practical recommendations of the project are being implemented.

We would highly recommend her to others seeking to create or improve the highest levels of excellence with a contributions and employee community service program.

Sincerely,



Pilar M. Hoyos
Vice President Public Affairs

PMH/mf