



Serving the foodservice industry since 1977

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February 5, 2010

Dear John/Dr. Revenue,

Our relationship started when we realized that your message to Reps should heard by our entire sales team.

Your presentation to our 2007 sales meeting lead to an ongoing relationship that has made a **substantial** change to our company's approach to marketing, merchandising, advertising, sales promotion, sales and sales force management.

Working together we launched a new approach to our business with the October, 2007 30th Anniversary Celebration and our 16 page insert in *Foodservice Equipment and Supplies*. We announced our plans for the future to every key executive from all our factories in one room together. This major success lead to aggressive promotion of our *Zink Logix™ system* and the development of *Lead Logix™*. These processes drive the Zink Branch Office serving our Principals.

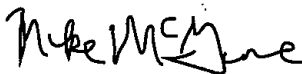
Next came the challenge of acquiring Top O' the Table and expanding our business into the smallwares and table top segment of our market, a more than 50% increase in our volume. Your help, advice and support have been instrumental in making TOTT a successful part of Zink Foodservice Group.

Finally, on January 1, 2010 Zink Foodservice Group becomes the Representatives for the Manitowoc Foodservice Group of companies in our entire territory. This shift of 12 lines and over \$ 50 million in sales yields many dollars of incremental income for Zink Foodservice Group. We could not have accomplished this outstanding result without the work you have spearheaded since 2007.

Our work continues to pay off. In February 2010 Top O' the Table was awarded additional line responsibilities with their largest manufacturer Carlisle. The addition of Dinex to our portfolio will generate over \$10 million in incremental sales annually.

Thank you for your insights, your organization, and your understanding of the Rep business. We are a powerful team. It is a pleasure to have you as a part of the Zink organization.

Sincerely, your friends and associates,


Mike McGuire
Managing Partner


Jim Zink
Managing Partner

Weinacht & Associates, Inc.



400 N. Bluff Road
Collinsville, IL 62234
618-345-6565 Phone
618-345-7799 Fax

June 14, 1998

Mr. John Haskell
1700 Mandeville Canyon Road
Los Angeles, CA 90049

Dear John,

What a giant step Weinacht & Associates made by attending your Business Planning Clinic. You did a tremendous job at the workshop.

I am very excited to develop a specific "**Rep of the Future Business Plan**" for Weinacht & Associates. As you pointed out, everyone in our organization needs to be a part of the process. I feel with the commitment from our staff along with you working closely with everyone over the next five months will result in nothing but success.

I look forward to our next meeting in July. As far as August, September and October, please check your calendar so we can set-up an aggressive work schedule together.

Sincerely,

A handwritten signature in cursive script that reads 'Kevin Weinacht'.

Kevin Weinacht
WEINACHT & ASSOCIATES, INC.

KW/dlw

September 15, 2005

Mr. John Haskell
1700 Mandeville Canyon Rd.
Los Angeles, CA 90049

Dear John,

It has been four months since the PTRA National Conference in San Antonio. Being the conference chairman was a lot of hard work but very rewarding. I wanted to pass along my sincere appreciation for all of your hard work. You truly went above and beyond the call of duty, and this was reflected in the post-conference surveys.

Dr. Revenue received the highest evaluations we have seen in the past ten years. I continue to receive comments from reps and manufacturers on the value of your presentations. My reward was holding true to our mission of giving the membership tools to take back to their businesses to make money.

Thanks again for all of your efforts – you made me look good as chairman!

Sincerely,

Thomas A. Daddario

Thomas A. Daddario
President
Poklar Power Motion Inc.

The Foodservice Group Inc.

Wednesday, June 29, 2005

Mr. John S. Haskell
Dr. Revenue
1700 Mandeville Canyon Road
Los Angeles, CA 90049-2526

Dear John,

It was indeed a pleasure to have you speak to the Group again!

Your research, knowledge and delivery make you in my mind one of the best
Broker/Rep facilitators on the scene today.

Enclosed please find you expense check, if possible please send along a paid invoice for
your speaking fee for my records.

Thanks again for a great presentation and workshop.

Sincerely,



Kenneth W. Reynolds
Executive Director

Enclosure:



MANUFACTURERS' AGENTS NATIONAL ASSOCIATION

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December 8, 2000

Mr. John Haskell
1700 Mandeville Canyon Road
Los Angeles, CA 90049-2526

Dear John:

Along with everyone, I really enjoyed and appreciated your presentation yesterday. Had I still been a rep, applying what I learned would have really changed the way I ran my business and consequently the results I was getting.

Enclosed are the 8 copies of *Understanding the Outsourced Sales Professional* you wanted. Let me know if you need additional copies.

Many thanks for putting on the seminar. I think it should really help those who were there and take the effort to put to use your material. We are working on the program for next year and will cover that in a separate correspondence.

Best regards,

Jerry Leth
Manager of Membership





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William M. Weiner
Executive Director

June 7, 2000

John Haskell
Dr. Revenue
1700 Mandeville Canyon Road
Los Angeles CA 90048-2526

Dear John:

On behalf of the many NIRA members you have spoken to and impacted during your many appearances at our conferences and workshops, I would like to say "thank you!"

We have worked together for many years, first with ERA and now with NIRA. All representatives agree that you are truly the "Rep for the Reps." Starting in the late 1970s, when you pioneered the ERA "Selling the System" program, you have demonstrated a unique, powerful commitment to the function of selling through multiple-line manufacturers' representatives.

NIRA looks forward to many more Dr. Revenue "house calls." You are a very important part of our resource bank.

Finally, special thanks are in order for your presentation at the February 2000 NIRA Annual Conference. Your program, "A New Marketing Plan for Reps," which you repeated in April for our **Take It To The Streets** program in Seattle, San Francisco and Los Angeles, as usual, received our highest evaluation grades.

Best regards,

William M. Weiner
Executive Director