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Wayne, PA 19087-1802  
**(610) 971-4850**  
**Fax (610) 971-4859**  
Email: [info@proapparel.com](mailto:info@proapparel.com)  
Website: [www.proapparel.com](http://www.proapparel.com)

November 28, 2000

Mr. Russ Allred  
Allred & Associates, Inc.  
218 South H Street, Suite 201  
Bakersfield, CA 93304

Dear Russ:

I'd just like to thank you again for speaking at our trade show in Orlando. The evaluation forms from your presentations show that the retailers thought very highly of you. The only negative feedback I've gotten is that the sessions weren't long enough and they wanted to hear more from you! Here are a few of their comments:

*Russ was very informative and entertaining. I enjoyed his program very much.*

*Would I recommend this seminar to others? Absolutely!*

*It is very refreshing to hear someone encourage and promote family values, principles, and integrity in business.*

*Creative, motivating – fabulous speaker. One of the best ever!*

i appreciate the time and effort you put into your presentations and I look forward to working with you again.

Sincerely,

Hope Silverman  
Director of Marketing

April 12, 2000

Mr. Russ Allred  
President  
Allred & Associates  
218 South H Street, #201  
Bakersfield, CA 93304

Dear Mr. Allred,

On behalf of ISRI's officers, members and staff, I want to extend our thanks to you for your participation in ISRI's 2000 Convention and Exposition at the Bellagio Hotel in Las Vegas, NV on March 16, 2000. We are in the process of preparing a special memento as a token of our appreciation and it will be mailed to you in a few weeks. Before the fond memories of this year's Convention begin to fade, however, I wanted to extend our thanks for your efforts.

The feedback from the membership has been outstanding and your presentation contributed to what one participant called, "the best programming we have ever had."

The contribution of your time and experience was invaluable. If you have any suggestions for program improvements or future potential speakers, I would enjoy hearing from you. Please don't hesitate to contact me at (202) 662-8510 if you have any questions.

Sincerely,



Kenneth M. Fox  
Managing Director of Member Services

# PIZZA EXPO

L A S V E G A S

TM

February 16, 1999

Russell & Roger Allred  
Allred & Associates  
920 Wible Road  
Bakersfield, CA 93304

Dear Russ & Roger:

Thank you so much for being a part of Pizza Expo '99. Attendee feedback tells us this year's seminars were the best ever offered at Expo, and we appreciate your contribution to that success.

We hope you enjoyed the experience and look forward to working with you again.

Sincerely,



Linda F. Keith, CMP  
Meeting Planner

January 31, 2000

Russ Allred  
Allred & Associates  
218 South H St., #201  
Bakersfield, CA 93304

Dear Russ:

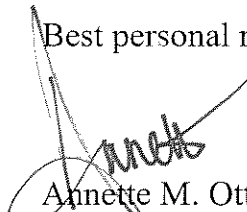
THE MOTORCOACH EXPO 2000 IS THE BEST EVER THANKS TO YOU!

Fantastic job! I wanted to personally thank you for all of your time and efforts. It was evident in your presentation that a lot of time was spent in the preparation for your performance. That extra touch was much appreciated. My thoughts are backed up by the post-EXPO surveys already received that indicate that the education and special presentations this year were BEST by far.

The UMA shirts were a huge success at the MOTORCOACH EXPO this year. Please accept one as a small token of my thanks.

I wish you continued success. Please feel free to use my name a reference.

Best personal regards,

  
Annette M. Ott  
Director, Membership & Convention Services



113 South West Street, 4th Floor  
Alexandria, VA 22314-2824  
Phone: 703-838-2929 Toll-Free: 1-800-424-8262  
FAX: 703-838-2950  
<http://www.uma.org>



# National Wood Flooring Association

16388 Westwoods Business Park  
Ellisville, MO 63021  
1-314-391-5161 • Fax: 1-314-391-6137

May 29, 1998

Messrs. Roger and Russell Allred  
Allred & Associates, Inc.  
920 Wible Road  
Bakersfield, CA 93304

Dear Roger & Russ;

Your presentations were excellent, even the pictures are great! The feedback from our attendees at our Orlando convention has been fantastic!

We appreciate your sharing your expertise with our group and look forward to working with you at a future convention.

Thank you.

Sincerely,

**Bonnie J. Holmes**  
Director of Education

<b>PRESIDENT</b> JOHN MAYERS <i>Dura Seal</i> Arlington, TX	<b>VICE PRESIDENT</b> DOUG LUX <i>D-Lux Hardwood Floors</i> Portland, OR	<b>TREASURER</b> DAVID WILLIAMS <i>Horizon Forest Products</i> Raleigh, NC	<b>SECRETARY</b> VICKI DRYDEN <i>Galleher Hardwood Company</i> Santa Fe Springs, CA	<b>PETER BARRETTO</b> <i>Torleys Inc.</i> Mississauga, Canada	<b>STEVE BECKETT</b> <i>Beckett Brothers Floor Co.</i> Oklahoma City, OK	<b>WAYNE COTTON</b> <i>Design Flooring Distributors</i> Deerfield Beach, FL	<b>SARAH WILLIAMS</b> <i>Green River Lumber Inc.</i> Gt. Barrington, MA
<b>STEVE HELLER</b> <i>H.Y. Hardwood Floors</i> Redwood City, CA	<b>JOE AUDINO</b> <i>Rode Bros. Floors</i> Los Angeles, CA	<b>JOSEPH MCHUGH</b> <i>Brux Hardwood Floors</i> Dallas, TX	<b>GALEN FITZEL</b> <i>3M Company</i> St. Paul, MN	<b>WORTH ROBERTS</b> <i>Roberts &amp; Associates</i> Terrace Park, OH	<b>DICK WALTERS</b> <i>Erickson's Flooring &amp; Supply</i> Ferndale, MI	<b>DON CONNER</b> <i>Harris-Tarkett</i> Johnson City, TN	
<b>EXECUTIVE DIRECTOR:</b> EDWARD S. KORCZAK, CAE				<b>DIRECTOR OF EDUCATION:</b> BONNIE HOLMES			



August 31, 1999

Russ & Roger Allred  
Allred & Associates, Inc.  
218 South H St. Suite 201  
Bakersfield, CA 93304

Dear Russ & Roger:

On behalf of Marc Schewel, Convention Chairman, and the Convention Committee, I would like to thank you for your participation in the concurrent educational sessions at the NHFA All-Industry Convention in Boston. Your contribution to the overall success of the conference was greatly appreciated.

Enclosed you will find a summary of the evaluations we collected after each of your concurrent sessions. As you will see, the feedback we received from various individuals was very positive. We are grateful for the hard work and effort that you exhibited. Thanks for helping to make the 1999 All-Industry Convention a terrific success!

I look forward to working with you again in the near future.

Sincerely,

Tonya R. Williams  
Meeting/Program Coordinator

Enclosures

**National Home Furnishings Association**

P.O. Box 2396, High Point, N.C. 27261-2396 • Street Address: 305 W. High Ave., Ste. 400, High Point, N.C. 27260  
336/801-6100 • Toll free: 800/888-9590 • Fax: 336/883-1195



**AUTOMOTIVE SERVICE ASSOCIATION OF WASHINGTON, INC.**

7403 Lakewood Drive W. Unit #3 • Tacoma, Washington 98467 • (206) 473-6970 • FAX (206) 473-6940

July 8, 1997

Roger & Russ Allred  
Allred & Associates, Inc.  
920 Wible Road  
Bakersfield, CA. 93304

Dear Roger & Russ:

Thank you very much for your outstanding presentation at our Semi-Annual Retreat & Management Conference in Lake Chelan.

It is rare to find speakers who can entertain an audience with humor, educate by appealing to their common sense, and when called upon to do so, put both of these abilities together to drive home a point. Roger & Russ, you proved beyond a doubt that you are both rare individuals. The comments after the meeting were very positive, everyone enjoyed your presentation.

It was a pleasure having you as our speakers. On behalf of ASA, thank you again for a fantastic and memorable program.

Sincerely,

A handwritten signature in cursive script, appearing to read "Pete Hunt", is written above the typed name.

Pete Hunt  
Executive Director

## Russ Allred

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**From:** Jane Johnson [jjohnson58@gmail.com]  
**Sent:** Tuesday, July 03, 2012 10:44 AM  
**To:** Russ Allred  
**Subject:** A Big Thank You!

Russ,

Our LLC had its annual meeting this last Saturday which included our CPA, Novena Bonham Weaver. We were unaware of her contact with you years ago and her interest in purchasing several copies of your "Family Business" book. This new knowledge reaffirmed to all us that contacting your was an excellent choice!

Novena was quite impressed with the changes that she observed in the overall dynamics of the 4 hour plus meeting. We were more energized and focused as we discussed our business objectives and options. We have a plan, Russ, which we are actively pursuing thanks to your expert advice and direct approach to our situation. We don't want "the horse to die"...

Thank you, again, for all your help. I have confidence that our paths will cross, again, in the future.

Sincerely,

Jane Johnson  
661-3224392



# Kern Delta Water District

## DIRECTORS

STANLEY ANTONGIOVANNI, PRESIDENT  
DAVID L. KAISER, VICE PRESIDENT  
DAVID C. COSYNS, SECRETARY  
PHILIP J. CERRO, COMBINED OFFICER  
BILL COSTERISAN  
ALAN DESTEFANI  
HOWARD FRICK  
FRED GARONE  
RODNEY PALLA  
L. MARK MULKAY, ENGINEER-MANAGER  
GENE McMURTREY, ASST. SECY.  
SUNNY KAPOOR, ASST. COMBINED OFFICER

501 TAFT HIGHWAY  
BAKERSFIELD, CALIFORNIA 93307-6247  
TELEPHONE (661) 834-4656  
FAX (661) 836-1705

LAW OFFICES OF  
McMURTREY AND HARTSOCK

BOYLE ENGINEERING  
CONSULTING ENGINEERS



October 20, 2000

Russell S. Allred  
218 South "H" Street  
Suite 201  
Bakersfield, CA 93304

Dear Mr. ~~Allred~~ Russ:

I wanted to take this opportunity to thank you for helping the Kern Delta Water District "Management Team". I appreciate your positive attitude and ability to work with me to develop goals and design your training plan around my expectations. Through your guidance and help we developed vision and mission statements for our long term strategic planning. Goals were set for each department and each member of the Team was required to report on their progress. Personnel issues were discussed and reinforced.

This process was not always easy or comfortable, however, as we came through the planned quarterly meetings, the team grew closer together and we began to all move in the same direction. It was my goal and hope that all seven (7) of Team would be part of the company at the end of the process. Unfortunately that did not happen and one (1) member was removed from my Team at the end.

It is my belief that the remaining Team members are stronger, more focused, and more unified than ever before. I have you and your training program to thank for a happier more productive work environment.

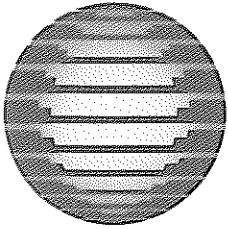
I look forward to continuing our association into the future. Over the next few months I intend to include you in at least one (1) follow up meeting and possibly in the planning and implementation of a new inventory procedure.

Thank you again for your help and support through this difficult process.

Sincerely,

A handwritten signature in cursive script that reads "L. Mark Mulkay".

L. Mark Mulkay  
General Manager  
Kern Delta Water District



DENIO  
ON THE BALL

**J.L. DENIO, INC.**  
GENERAL ENGINEERING CONTRACTORS  
SINCE 1946

P.O. BOX 578  
BAKERSFIELD, CALIFORNIA 93302  
(805) 837-8000  
FAX (805) 837-1302

ADMINISTRATIVE OFFICES  
4440 GRISSOM ST., SUITE 200  
BAKERSFIELD, CA 93313

SHOP AND YARD  
2727 FAIRHAVEN DRIVE  
BAKERSFIELD, CA 93308  
PHONE (805) 324-4705  
FAX (805) 323-0513

January 5, 1994

To Whom It May Concern:

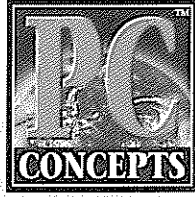
I am the President and Manager of J.L. Denio, Inc. a long established and successful contracting company located in Bakersfield, Ca. In January 1993 I contracted with Allred & Associates to assist me in a strategic planning session with my key employees.

The results of the analysis of existing business and new business planning were incredible. Immediately following the one day session, I had new direction and a plan of attack. We were able to improve existing business and develop several new areas of business which allowed my company to become more profitable than before. I was able to delegate many tasks to my employees. Allred and Associates also took responsibility for several tasks. I appreciated the expertise of the Allreds and that they did not try to take over or extend their involvement longer than necessary.

I would strongly recommend their services.

Sincerely  
J.L. DENIO, INC.

Dale W. Denio  
President



*511 Fifth Street, Unit B • San Fernando CA 91340-2200  
Tel. 818.837.9495 • Fax 818.837.9526  
www.pcconcepts.com*

October 9, 1998

Roger & Russ Allred  
Allred & Associates, Inc.  
920 Wible Road  
Bakersfield, California 93304

Dear Roger & Russ,

Just a quick note to say THANKS for your help the past two days with the planning meeting. I felt it was very successful as well as informative. I truly believe that the company needed this meeting and that the company will be a better company as a result of the meeting. Time will tell to what degree of success you have help elevate PCCI.

See both of you in February!

Yours truly,

A handwritten signature in cursive script that reads "George Harwood".

George Harwood  
GH:pj

*The Future Has Waited Long Enough™.*



# HUDSON VALVE

Company, Inc.

March 18, 1997

To Whom It May Concern:

I am writing this letter on behalf of Russell Allred and his company Allred & Associates, Inc.. Allred & Associates, Inc. represented our company for two years in a marketing/sales/consultant capacity. During this time we found Russ to be professional, knowledgeable, and extremely helpful in any given situation.

Russ exhibited great enthusiasm which was contagious to all who were around him and helped to motivate our staff. He developed our marketing plan and mission statement, something this company never had in its twenty year existence.

Russ refined our marketing attempts, got our company into some solid advertising programs, and established guidelines which we can use in the future. He helped us leap into the 20th century!

Russ was successful at helping this company develop goals for the future and devise methods to achieve those goals. All of the innovations established by our company in marketing our products were developed by Allred & Associates, Inc.

Russ also helped Hudson Valve utilize his methods without becoming dependent on him or his company. This has allowed us to continue on our own to reach for our goals and achieve them.

Sincerely,

Leslie D. Hill  
Operations Manager