

February 23, 2004

To Whom It May Concern:

Re: Letter of Reference for Don Winchell

While the availability of economic resources in business today continues to be the largest factor in determining the viability of a company, in the last twenty years, the IT sector has identified another equally important part to successful company- knowledge resources.

Don Winchell has a singular understanding of how businesses work today. Not only does he know intimately the “bottom line” of developing a profitable business, (he has done so successfully in the past time and again) but he also understands that effective management require the best utilization of human and knowledge resources.

I learned of Don’s skill first hand, in working with my product “Notes Profiler.” Profiler is a software solution that adds value to the industry standard “Lotus Notes” product, by creating an enterprise method to portably capture and distribute users information and mail functionality.

In 1996, I had begun developing Profiler through a series of trial and error and a need to create a system that would manage my Lotus Notes users. I had developed a strategic partnership to code this product, and had begun a process to see this product to market. However, at the time I lacked the skills to properly manage the company successfully and easily. Profiler began to falter.

In 1999, I met Don Winchell, and found him to be a life long learner and passionate innovator. Don listened carefully to my reading of the history of the Profiler product, and responded with not just some interesting ideas that I might try, but a workable, effective, process that required the implementation of timelines and milestones.

Don opened my experience to a system of strategic planning that he called “Structural Charting” where we explored beyond simple tasks and projects, but rather the entire scope of Profiler product and my business- where it was headed in the next three months to beyond the next five years. I was struck with Don’s appreciation for developing a plan for my business that focused on sustainable and marked growth. Mr. Winchell is not just interested in making a project work. His focus is on how to create a business that will thrive and out perform the competition.

I’ve been privileged to have the opportunity to know Don Winchell personally in the past five years. There is simply no other professional, business owner, and consultant that I trust and admire more. Don’s commitment to the people he works with and for is a case study in itself in how to build synergy in an organization, and wealth for investors.

I enthusiastically recommend Don to aid any organization plan, develop, grow, and succeed. Please contact me if I can be of further assistance,

Sincerely,

Jack Ward
Wardtech Consulting