imPact DIRECTORIES
A division of Arrow Rock International Inc.

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To Whom It May Concern:

For the past fifteen years, David Dean has worked as a sales representative for Impact Directories of Washington, LLC, and as one of his managers, I have worked directly with him since 2006. Last year, he handled 152 accounts totaling over $375,000 in sales over four of our Central Washington markets. He built the majority of his business from scratch, working his way up by selling brand new accounts.

David's customer-centric attitude, steady demeanor and great sense of humor have helped him to build solid relationships with his customers and others in the communities we serve. Part of my job is handling customer complaints, and though David handles more accounts than most reps, years have passed by without hearing any complaint about him. On the flipside, I have had several customers call our main office to tell us what a great job he is doing. These strong relationships have helped to develop him into one of our most consistent reps. We can always count on David to come through on his sales numbers and to do it the right way.

It goes without saying that after fifteen years, David is one of the most loyal employees in our company. He has always tried to see things from both the customer's and the company's perspective, and he's been a great influence on our other Washington reps because of it. He is always honest—he won't sugarcoat things—but he does it while keeping an overall positive attitude that uplifts those around him. He works hard and gets things done without any drama, and I'm not the only person in the Boise office who appreciates that.

I've been proud to know and work with David all these years, and I'd be happy to recommend his character to anyone.

Sincerely,

Seth Hansen
Vice President & General Counsel
Impact Directories