



Rocky Mountain Housing

We Make Dreams ... A Reality

September 15, 2002

To Whom It May Concern:

This letter is written on behalf of L. A. "Tony" Kovach. I had the privilege of working with Tony while I was a contract employee for Fleetwood Homes. My Fleetwood contract pertained to assisting in the implementation of a marketing program our company created - which was offering manufactured homes as a new member benefit program to SAM'S CLUB members and Wal-Mart Employees. I own my own manufactured home dealership in Colorado and as a result of my experience, I was asked to become a part of the training effort to teach the participating Fleetwood retailers how to implement and administer the program. The dealership that Tony was managing was one of the selected locations.

Having given that background I hope my comments about Tony will have more significance as you can understand my perspective. Out of the 200 plus locations I visited and trained, the very best individual I worked with was Tony. His marketing savvy and out-of-the-box thinking allowed him to quickly grasp the concepts and readily implement them. Tony is someone who could be compared to a Ben Franklin, Thomas Edison, Abe Lincoln, Henry Ford, Sam Walton or any other progressive thinker who is ahead of his time. Unfortunately, these individuals were, in most cases, not recognized for their greatness until after history proved their place.

If you are considering Tony, and are willing to allow him to do his job, history will prove that it will have been one of the best decisions you made for your company. His work ethic, professionalism, and creativity is unmatched in any dealership I worked with and even within my own dealership. If he was willing to move to Colorado, this letter would not need to have been written. As a side note, I have stayed in touch with Tony after the termination of the program and have seen some of his work in which he created an excellent marketing piece for a community that is a tremendous example of what I have described Tony to be.

In brief, I would recommend Tony to you without reservation especially if you are needing someone to improve existing programs, develop new ideas, possibly create new sales strategies, and is a progressive thinker. Because he would be versatile in any setting, I am reluctant to say, but feel it necessary that if you are not ready for this type of individual, you may not want to choose Tony because he only knows one speed and that's overdrive.

Please feel free to call if you have any questions that would more adequately addressed through conversation. I can be reached at (970) 247-8412.

Sincerely,



Greg McClanahan
President