



## CLADDING SYSTEMS, INC.

3218 East 4<sup>th</sup> Avenue ♦ Tampa, FL 33605

Phone: 813-250-0786 ♦ Fax: 813-250-1286

Certified WOSB & HUBZone Contractor

July 12, 2012

To Whom It May Concern:

This letter is to offer my unqualified professional endorsement of Ms. Erica G. Courtney, President of Courtney Consulting Solutions, LLC. Ms. Courtney was recommended to me as a General Services Administration (GSA) subject matter expert, facilitator, and consultant in early 2012. After a thorough review of her credentials and experience, I engaged her services on a consulting basis to improve the competitive position of Cladding systems, Inc. in the federal marketplace.

Ms. Courtney immediately performed an exhaustive analysis of the company's position in the industry, parsed the competition, and determined what technical federal contracting data, documentation and filings would be required. She met with the corporation and drafted a comprehensive strategic plan comprising the GSA contracting steps, target clients, and multi-media marketing approaches. She wrote and filed the GSA modifications, drafted marketing material, facilitated the development of Internet and written materials through additional consultants, coordinated personally with the appropriate GSA action officer, and remained constantly in touch with the company—always answering questions and making recommendations within hours of the request.

Based on our personal knowledge, Ms. Courtney clearly brings a level of expertise to the laborious maze of federal marketing that would be hard to surpass. Her technical knowledge alone would warrant the highest commendations, but it is her ability to synthesize the entire gamut of federal competition—from industry analysis to the bureaucracy of contracting to sophisticated marketing—that truly sets her apart from any other experts we might have considered.

In an industry flooded with such consultants, Ms. Courtney and her firm offer services the quality of which are an order of magnitude above the rest. Ms. Erica Courtney and Courtney Consulting Solutions, LLC have my unequivocal endorsement, and I would be pleased to discuss her qualifications with anyone who might have an interest.

Sincerely,  
Cladding Systems, Inc.

A handwritten signature in black ink, appearing to read 'William Alexander', with a long horizontal line extending to the right.

William Alexander  
GM/VP