



Foxworth-Galbraith Lumber Company

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February 18, 2016

Randy Goruk
Leaders Edge 360
c/o The Randall Wade Group, LLC
15221 N. Clubgate Drive; Suite 2043
Scottsdale, Arizona 85254

Dear Randy,
I wanted to reach out and say “Thanks!” for a job well done at Foxworth-Galbraith’s annual Leadership Meeting in Dallas on February 10th.

I asked you to provide me with a one-hour keynote supporting our internally developed “FG Customer Experience” guidelines and protocol. Our objectives included the launch of a new logo, playbook, and to further train on fulfillment of Foxworth-Galbraith’s “Customer Promise”. It is clear to me that you worked very hard to craft a clear, concise message that communicated what our company wanted to have said.

Having some time to reflect and hear back from our leadership team, the message you delivered was well received and motivating. I have positive confirmation that participants took away a better understanding of how and why a great customer experience is a key to long-term business success. We were able to leverage your message into a “challenge” in which each team-member committed to improvement of two customer centric behaviors over the course of 2016.

Thanks again for the investment of your time and energy into helping create a successful customer focused leadership culture at Foxworth-Galbraith!

Sincerely,

Daniel Brunson, COO
Foxworth-Galbraith Lumber Company
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Plano, Texas 75093