

Don M. Glendenning
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June 25, 2008

To Whom it May Concern:

Re: "Dirty Fingernail" Consultant and Speaker Ron Sturgeon

I have had the pleasure of knowing Ron Sturgeon for a number of years in my role as a transactional lawyer involved in several transactions in which Ron was a principal.

For those who want their advice delivered in an unvarnished, to-the-point, and entirely practical manner, Ron Sturgeon would be an ideal consultant or speaker.

Ron is high-energy, bottom-line oriented, and upbeat even when delivering bad news. He looks at a business problem, assesses it, decides what to do with it, and gets to the point -- and objective -- in clearly defined steps . . . and in as few of them as possible.

The antithesis of an ivory-tower academic or deep-carpet theoretical adviser, Ron is the ultimate (and self-described) "Dirty Fingernail Executive." He won't suggest that you do something that he hasn't already done himself. And he won't just be effective; he'll be supportive and entertaining while he does it.

Even when the chips are down, Ron does not forget that we might as well try to enjoy life, no matter how much heavy lifting there is to be done. He may not whistle while he works, but there's always a bounce in his step and energy in his delivery. No one will need caffeine while Ron is standing at the podium or seated at the consulting table. And he's sure to motivate you to do something practical just as soon as the session is over.

Very truly yours,



Don M. Glendenning