

20 May 2008

Mr. Ron Sturgeon
DFW Elite Auto Rental
5940 Eden
Fort Worth, TX 76117

Dear Ron,

Thank you for a great presentation at the inaugural meeting of the Tarrant County Entrepreneurs Club. Time with you is always time well spent. Your enthusiasm for and solid advice about what it takes to be successful is fantastic.

Attendees particularly noted the value of the advice you gave them about the absolute need for good metrics to monitor their businesses, the importance of actually using financial information to make good decisions and the need for an annual review and "creative session."

I hope you will join us again at a future meeting.

Warmest regards,



Rich Shoen, Ph.D.
President
Tarrant Country Entrepreneurs Club