



Mr. Mike Patterson
On Track Leadership, Inc.
1821 Walden Office Square, Suite 400
Schaumburg, IL 60010

Dear Mike,

I would like to sincerely thank you for guiding our senior leadership team through the strategic planning process.

Your facilitation technique was very effective in helping a team of talented and strong-minded individuals identify and agree on the most critical strategic issues facing our business. Normally this is an arduous process that leaves everyone feeling empty and exhausted. At the end of our session, however, the feedback was clear. We had increased energy, focus and commitment to ADESA Impact's mission, vision and purpose.

In addition to facilitation, we appreciate the insight you provided during the entire strategic planning process. Your advice proved to be extremely helpful in moving us toward our goal of developing a strategic plan that will guide our business into the future. Further, your commitment and ability to understanding our business was evident and appreciated. You truly met, and then exceeded our expectations!

I am excited about what lies ahead and look forward to continuing our business partnership.

Sincerely

A handwritten signature in cursive script, appearing to read "Cheryl Munce".

Cheryl Munce
President