



April 1, 2011

Ms. Maureen O'Brien
O'Brien and Son
538 Bernadette Lane
Batavia, IL 60510

Re: Leadership Café – QLAB Project

Dear Maureen,

Thank you for your work in support of the QLAB Project introduction at the recent Sales Conference for agents of Allied Van Lines.

Our initiative to introduce a coordinated sales automation process for the Allied agent network requires a great deal of attention on change management. The recommended format for the QLAB session at the sales conference produced excellent results and exceeded my expectations. The attention to the details of what is important in our business was evident in your presentation and the manner in which you engaged the participants.

The team that was brought together in support of the effort was very engaging and effective at ensuring expectations were understood. The message and process of the meeting was well positioned to address my requirements and the expectations of the participants.

Again, thank you for your contribution to the QLAB project. I look forward to the next opportunity to use O'Brien and Son to help ensure successful communication of an initiative and secure ownership among our agents.

A handwritten signature in black ink, appearing to read "Steven McKenna". The signature is fluid and cursive, with a large initial "S" and "M".

Steven McKenna
VP, Pricing and Strategic Planning
Allied Van Lines, Inc