



P.O. BOX 13053 • OAKLAND, CALIFORNIA 94661 • PHONE (510) 531-2904 or SACRAMENTO (916) 483-9802

January 15, 2009

To Whom It May Concern:

For almost 15 years, I had the pleasure of working with Craig Womack in strategic planning when he was the President of The Sharper Image, CEO of Human Touch and CEO of his own company. In the 29 years I have been a strategic planning facilitator, I have never known anyone who better understood strategic thinking and the need for rigorous follow-up to ensure success.

In the multiple retreats I facilitated for Craig over the years, he had the ability to draw upon his excellent knowledge of the retail industry without limiting himself or others in looking at strategic ways to handle challenges. He is creative and encourages innovation and calculated risk-taking in those who work with him. Craig has tireless enthusiasm, energy and vision that instill excitement in others.

I always looked forward to facilitating a strategic planning retreat for Craig because I knew he would instill confidence in others that he and they could turn challenges into opportunities. I also knew that he would ensure the plan was monitored on a scheduled basis and adjusted, as needed, according to what was happening internally and externally to the corporation he lead.

Whatever position Craig is given one can be sure he will pursue it with honesty, integrity, fiscal responsibility and creativity. An organization that hires Craig Womack will benefit in the present and for years to come.

Sincerely,

A handwritten signature in cursive script that reads 'Marilyn M. Snider'.

Marilyn M. Snider, Strategic Planning Facilitator

President

Snider and Associates

P.O. Box 13053

Oakland, CA 94661

510-531-2904

marilynsnider@sbcglobal.net

MARILYN M. SNIDER, PRESIDENT • FACILITATION • TRAINING • CONSULTATION