

15 February 2015

Anthony Davis and Geoff Scott  
Brightwater Business Coaching  
1/22 Mayneview St  
Milton, QLD 4064

Dear Anthony and Geoff

Thank you for your support and involvement in Foothills Steel Foundry Australia Pty Ltd (FSF). Since we started on the Brightwater journey in 2011, we have grown from a small, unknown start-up in our industry, to a respected and trusted manufacturer and supplier. Our revenue has grown by over 45%, and more importantly, our profit has grown sustainably.

As a new company in Australia, we were initially focused on revenue and building brand recognition. After working through the Brightwater *Clarity and Focus* program, we built a better understanding of why we were in business. This led to us better marketing our products, and offering improved service and understanding to our customers.

We are now part of the Brightwater *Direction Monitoring* Program. Having regular meetings with a peer group provides accountability for our planning and implementation, as well as keeping a finger on the pulse of how the business is tracking against our goals.

Having your experience available as a mentor to work through our ongoing business issues has been invaluable. It has helped me grow as a manager, and the results in the business have been fantastic.

We look forward to continuing our successful relationship, and appreciate greatly the key asset you have been to our business.

Regards



Terry Fitzgerald  
Manager  
Foothills Steel Foundry Australia Pty Ltd