

To Whom It May Concern:

Dr. Derrick L. Campbell of DLC Consultant Group consulted with Simmons Pet Food Inc. in October 2012. We initially contacted Dr. Campbell as a result of his firm grasp of leadership and his expertise in the area of teambuilding.

Simmons requested that he facilitate a process that would enable our Production Supervisors to embrace the team concept resulting in greater cohesiveness within the group.

During the process Dr. Campbell identified and/or recommended:

- Individual learning profiles
- The creative talents of the supervisory and management staff
- Individual and departmental conflict management styles
- Personal development plans to compliment each supervisor's creative talents

Additionally, Dr. Campbell facilitated a process whereby the team developed a shared vision followed by a team developed strategic plan which was designed to increase the overall production of the department.

Finally, he submitted a comprehensive analysis which included team and individual profiles for each member of the department, departmental goals and offered recommendations for both the supervisors and department manager.

In summary, Dr. Campbell added value and I would recommend and work with him in the future if an opportunity presented itself.

Sincerely,



Brad Raniszkeski
Former Director of Operations
Simmons Pet Food