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May 17, 2007

National Speakers Association

To Whom it May Concern,

It is my pleasure to submit this letter of recommendation on behalf of Tron Jordheim. I am the Vice President of Storage Etc, a real estate company focused on developing, acquiring and managing a portfolio of self storage properties in the Southwestern United States. I came to know Tron at various industry trade shows over the past three years and recently became a customer for his call center services. Based on a recommendation from an industry colleague who had Tron conduct a sales training presentation to his company and my observances of his trade show presentations, I asked Tron to visit our office in Beverly Hills, CA. Tron was excellent in his sales training presentation to our twelve store managers and some members of the home office staff.

During the presentation, Tron was well organized, interesting and entertaining. Tron knew his material very well and the five hour meeting flowed nicely and was captivating. He used a combination of humor and compelling stories to emphasize important points and all managers were engaged throughout the meeting.

Tron handled questions from the audience with patience, consistency and professionalism, even when the questions were repetitive or off point.

Our store managers have retained the key points of Tron's presentation and his use of a few props helped solidify this long term retention (i.e. Starbuck's cup = outstanding customer service and a garden glove with reasons why customers rent storage space written on each finger).

At a personal level, Tron has a very pleasant personality and is enjoyable to be around. Tron is unquestionably an exceptional public speaker and I would highly recommend him for future speaking engagements.

If I can be of any further assistance, or provide you with any further information, please do not hesitate to contact me.

Sincerely,

Christopher J. Lyons
Vice President