

January 11, 2001

Adventures Unlimited  
Route 1, Box 540  
Ocoee, Tennessee 37361

To Whom It May Concern:

This letter is in reference to the retail consultation work by Beth Harper. She was hired to help us develop our retail business – both the physical location and the actual merchandising (product and display).

Beth has been instrumental in helping Adventures Unlimited to develop a long-term plan for our retail business. She carefully helped us define our ultimate goal and shape and redefine as we progressed. We have worked together steadily making incremental changes in both the building structure and in the displays and fixtures. She has also helped us to enhance the buying atmosphere in the store.

While the retail staff has had some ideas of their own as far as store presentation, Beth has been able to encourage and enhance these ideas with her own creativity and enthusiasm. She has really helped us to focus on bringing the outdoor adventure experience to the indoor retail space. This allows us to continue the excitement as guests shop in the store and thus encourages the spending of their disposable income.

Beth has been an asset to the crew at Adventures Unlimited. Her excitement for this “makeover” process has spread to everyone on staff as they too have become involved in the process, which only spreads to our customers as they visit us on an annual basis. The compliments are only encouragement to continue to have fun with our space and see a handsome profit at the end of a very busy season.

If you have any additional questions about Beth’s work for Adventures Unlimited, I can be reached at [getwet@adventuresunlimited.net](mailto:getwet@adventuresunlimited.net) or at 800-662-0667.

Sincerely,

Julie L. Smith  
Vice President