

**Business Systems Solutions, Inc.**

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December 31, 2002

RE: Reference for Dr. Cheryl L. Wild  
Wild & Associates, Inc.  
1620 Lawrence Avenue, Suite 110  
Ocean, NJ 07712

Dear Dr. Wild:

Business Systems Solutions Inc. is pleased to write a letter of reference and recommendation for you. Our company has worked with Wild & Associates, Inc. for over five years in a variety of professional experiences.

My first involvement with Dr. Wild and her company was at the Association for Quality and Participation (ASQ) Regional Judge's training in Delray Beach, Florida in 1998. I was immediately impressed with Dr. Wild's expertise in process improvement and team building and my respect for her skills has only grown over the years.

Dr. Wild has great "people" skills and a wonderful laugh that aids her immediately in breaking the ice in a new situation. I have seen her converse with senior members of governmental agencies and a porter in a hotel with equal calm and charm. She is an excellent listener, and she takes the time to learn about others. If Dr. Wild does not clearly understand, she readily asks for clarification. She has helped me many times when I missed something that was conveyed in a consulting capacity.

Her ethics and sense of fairness are continually demonstrated by her involvement in ISO 9000/2000 auditing, ISO 17024 auditing, and her various volunteer activities including managing the State of New Jersey ASQ Team Excellence Competition's. Last year at the Annual Quality and Participation Conference, two of the teams Dr. Wild had coached and mentored won the Gold and Silver awards in the 2002 Team Competition. She readily helps those who are interested in learning and using the tools of learning.

As you already know, Dr. Wild's professional training in statistics and years at Educational Testing Service (ETS) has prepared her for the work she does with small to Fortune 300 companies. Her thorough research, development of course material, and creative delivery of material always rates as high, because of her belief in exceeding her customer's expectations. Dr. Wild often will do a "pilot" run of her material, prior to delivery to her client, demonstrating her dedication to "getting it right."

This past May, I had the privilege of participating in Dr. Wild's seminar on "Internal Customer Surveys" at the American Society for Quality's Annual Quality Conference. Dr. Wild's presentation was user friendly and hands-on. She had

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developed each of the training objectives to be reinforced by the participants' applying the skills they learned.

I would like to end this letter with what our company has seen as strengths Dr. Wild has demonstrated as a consultant:

- Good business sense developed through broad experiences
- An excellent analyst
  - Researches questions in a logical manner
  - Digs into details and great at analysis of data
- Exceptional personal work habits
  - Integrity and honesty
  - Focuses on organizing the task and meeting the client's timeline
- An effective communicator
  - Expresses thoughts clearly and concisely
  - Listens to all and professional in interactions

I heartily recommend Dr. Cheryl Wild to you for her ability to deal with people, her record of achievement, and her energetic approach to dealing with her clients.

Sincerely,



Lauren H. Watson, Partner  
Business Systems Solutions