

CEO CEO

January 12, 2009

To Whom It May Concern,

This letter of commendation was unsolicited. Mark Welch is one of those rare service providers who so completely exceeded our expectation that he earned this letter. I work in the world of chief executives, where standards are very high, and I'd be comfortable recommending Mark to any and all of my CEO clients.

Mark Welch was hired to perform the DJ function at my son's Bar Mitzvah on January 3rd, 2009. It was at a club called Red House, with many rooms and gathering areas, so it wasn't your ordinary, easy, all-guests-in-one-room gig.

His professionalism started way before the event itself. After we contacted him, he promptly returned the call, followed up, met us at the venue, and sent us clear, understandable paperwork. He visited with us at our home as the event approached to nail down details. He called the day before the event to confirm that he would be there—I had to do my own confirming with all the other providers of services for the event. A couple of things emerged from the business side of working with Mark:

1. Even though his company is named after him, and he is the "main man", this is no sloppy mini-business. He has developed an excellent business system that he uses and follows every time.
2. He is eager for business, and appreciates the opportunity to be of service.

When he met us at the venue, as we were making the decision about hiring him, he was clear about how he worked, he was upbeat, positive, and fun to be around—even during the sales process. He never applied any pressure, and in fact encouraged us to meet a few providers to make an informed choice.

Mark loves what he does. It's not just playing music. In fact, when you hire Mark, he's the master of ceremonies, working your crowd. At our party, he brought a DJ named Anthony, who my son immediately found to "very cool" (apparently cooler than you, Mark—sorry). The two worked together before and during the night to make sure the party had the right rhythm. Mark seems to thrive on the energy of people around him, and gets excited at the thought of orchestrating a crowd into a happy frenzy.

This is exactly what he did at our event. He arrived early, and was set up in plenty of time. He made adaptations to his normal set up which made all the difference given the odd venue. And then he orchestrated our party masterfully. I didn't have to lead, deciding when to do what. I told Mark what I thought would be best, but as the party unfolded, I found Mark at my side several times (he would find me in the crowd) advising me that we should start the next phase earlier, or later, based on what I'll call his sense of the *arc of excitement* at the party. This guy has tons of tricks up his sleeve to get people involved and absorbed in the action. And he knows when to give them a break too, with a slow dance, or a game or two (we had lots of kids).

My son and his band were to play a set live. Mark got them up on stage 20 minutes earlier, and he was completely right. He even orchestrated the caterer to get the dessert out earlier—he saw signs of "the older people" getting ready to leave, and knew it was time for dessert. Toward the end he kicked off a great game,

and I was in another room visiting with someone. He tracked me down so I could get some choice video of it.
Wow!

Oh, the music. He knows his music. My son is a bright musician who knows tons of groups—Mark kept up with him just fine. The songs were mostly off the play list we gave him. But in talking with him, he is well acquainted with all flavors of music and will “tune” them to the crowd. A nightmare for Mark Welch would either be running a party where the revelers weren’t reveling, or being in solitary confinement for a day. I’m not sure which would be worse for him.

Hire this guy if you can get him. He’s well worth what he charges, and bring some cash the night of your event because you’ll really *want* to tip him, like I did. He made our event sing.

Feel free to call me if you have additional questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert Sher". The signature is fluid and cursive, with a large initial "R" and "S".

Robert Sher