



**U.S. Small Business Administration**

U.S. Small Business Administration  
455 Market St., 6<sup>th</sup> Floor  
San Francisco CA 94105  
(415) 744-6771 phone  
(415) 744-6812 fax

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May 13, 2008

RE: Letter of recommendation for Patrick Schwerdtfeger

Patrick Schwerdtfeger has presented a seminar on internet marketing skills for small businesses here at the Small Business Administration in San Francisco. He has consistently been reliable, flexible and sensible. Evaluations of the class by the students have been enthusiastically favorable and commented specifically on Mr. Schwerdtfeger's knowledge of the topic; his ability to explain the concepts clearly to entrepreneurs; and their impression of him being approachable. I am impressed by his ability to connect with an audience in a very sympathetic and straight-forward manner.

Mr. Schwerdtfeger developed the content of the presentation himself with little direction from me. I appreciate very much his generosity in sharing his expertise with our clients and am pleased to be able to enthusiastically recommend Mr. Schwerdtfeger to your organization.

Please let me know if you have any questions regarding my recommendation of Mr. Schwerdtfeger. My phone number is (415) 744-6771, my email [gary.marshall@sba.gov](mailto:gary.marshall@sba.gov).

Thank you,

A handwritten signature in black ink that reads 'Gary Marshall'. The signature is written in a cursive, flowing style.

Gary Marshall  
Small Business Administration  
Business Development Specialist



**Program Evaluation Summary**  
**PATCA**  
**May 8, 2008 - Monthly Meeting**  
**Embassy Suites Hotel – Santa Clara, CA**

**Speaker:** *Patrick Schwerdtfeger*

**Subject:** *Leveraging Today's Social Internet*

**Evaluations Received:      17**

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*Participants were asked to rate the program on a scale of 1 to 5, with 1 being "Never Again" and 5 being "Excellent".*


	<b><u>Average Rating</u></b>
1. Is the topic of the program relevant to your work?	4.5
2. Did you learn new ideas/knowledge that will be Useful to your consulting practice?	4.7
3. Quality of the speaker	4.9
4. The networking opportunity	3.9
5. Convenience of the location	3.6
6. The quality of meeting room	4.2
7. The quality of services	4.3
8. The quality of food	4.3
9. The quality of services at the registration desk	4.7

**What kinds of programs do you want to see in the future:**

- Same speaker: 3-4 hour workshop in late afternoon

**Any other comments or suggestions:**

- Speaker was very dynamic!
- Walt was very personable and did a great introductions. Tonia was very helpful and friendly.

blue  of california

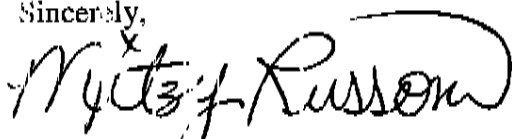
May 10, 2008

Mr. Patrick Schwerdtfeger  
Tactical Execution  
1473 Pico Court, Unit L  
Walnut Creek, CA 94597

Dear Patrick:

I thoroughly enjoyed your presentation last month. Your delivery was so engaging that I lost track of time. By any measure you are a very effective speaker and educator. I found your comments and instruction on, "5 Easy Ways to Attract Targeted Websites", very helpful for my Producers. Your talk also gave a great boost to the Producers in their efforts to attract additional clients. Thank you for your memorable presentation and for a very valuable experience.

Sincerely,



Mitzy Russon  
Regional Sales Manager  
JFP Sales  
Blue Shield of California