

*Susan Elizabeth*

Susan Elizabeth Santsche  
130 G Street Eureka, CA 95501  
Phone 707 445 2041  
susan@susanelizabeth.com  
www.susanelizabeth.com

September 19, 2008

To Whom it May Concern:

The SPA  
at SPA  
Personal Choice

I am honored to write this letter of endorsement and recommendation to your organization for Susie Carder. I have had the amazing opportunity to get to know, and grow to admire Susie as we have developed a friendship and business association over the past six years. I feel very fortunate to have had the experiences that put me on the path to receiving the skills and ability to reinvent my leadership and management style, first hand from my association with Susie. These have been life changing and encouraged positive business transformation. Implementing Susie's unique business systems, training, and business coaching, has successfully moved my business forward, to become nationally and internationally recognized. A typically "against all odds" business arena, my business is located in an economically challenged, isolated, and rural environment. By utilizing Susie's systematic business strategies and systems, my business has experienced growth to more than triple the volume. After implementation of her best business practices and as a result of Susie's coaching I have learned that "It matters not, you're demographic, geographic or economic base, what matters is your intention to greatness. You can become successful, no matter what your circumstance." As living proof of that statement, I have taken my business to such a level of success I have that I have been recognized nationally and internationally. This success has been achieved by following the paradigm, vision, and business systems that Susie has created and inspired.

Susie's passion and dedication to our industry has affected hundreds of businesses, impacting and changing our industry standards, helping us to change our world - one business, one client, and one team member at a time. Once someone has become a team member of a business inspired by Susie's passionate philosophies their lives will never been the same. Following her guidance to lead with the heart, dedication, and integrity; it is easy to speak your truth while staying connected to your head, your values, and you company mission. As Susie always says, "If you do not stand for something, you will fall for anything, so stand up and take a stand." She has given me the courage to move forward, creating an impact on my community, my team, my industry, and the world that surrounds me.

Susie's likeminded values, vision, and mission in life and business would be a brilliant choice for your organization. Her ability to lead, inspire, and impact a team while infusing her talents to all those she comes in contact with is infectious. Her ability to reach deep inside of the individual, team, or company she works with is life changing. Susie's inspiring way of creating clarity, accountability, and integrity are unsurpassed in any educational or leadership and management company I have encountered in my 26 years of being in business. Susie is truly a remarkable woman leaving her mark on the world. I sincerely hope you take the opportunity of adding Susie's intuition, clarity, and her ability to take companies and individuals she encounters to the next level, to your organization. Susie's dedication and commitment to excellence is truly a remarkable asset.

Respectfully in inspiration, passion, and leadership,

Susan Santsche,

Owner, The Spa At Personal Choice

*Susan Elizabeth*

Susan Elizabeth Santsche  
130 G Street Eureka, CA 95501  
Phone 707 445 2041  
susan@susanelizabeth.com  
www.susanelizabeth.com