



February 29, 2008

Mr. Larry Goddard
The Parkland Group, Inc.
1375 East 9th Street, Suite 1350
Cleveland, Ohio 44114

Dear Larry,

I wish every company had a SOAR score to share with their banker and other key business partners. It would take the guess work out of which companies will succeed while others struggle.

SOAR provides a logical framework to guide a business to a focused and concise value proposition and supporting strategies. I was impressed how SOAR harnessed the insight and observations of key team members for Westfield Bank, all in the span of one day. SOAR identified meaningful, timely and useful information that has enhanced Westfield Bank's focus.

It was money and time well spent. I'd highly recommend the SOAR process.

Sincerely,

Jon Park
President

Dream Big. bank small.SM