

## Letter of Recommendation



**APICS San Fernando Valley**  
Advancing Productivity, Innovation and Competitive Success



APICS-SAN FERNANDO VALLEY CHAPTER  
The Association for Operations Management  
Post Office Box 802977 --- Valencia, California 91380-2977

To Whom It May Concern:

It is with great pleasure and enthusiasm that I am writing to endorse Michael E. Parker for consideration of his speaking ability as well as his ability to translate his subject matter into easy-to-understand thoughts for any audience.

Although, I have only known Michael for a relatively small amount of time, I have seen him speak on three different occasions to three very different groups of people and each time he was very well received. The first group was college professors, the second was working professionals, and the third group was college students.

I first met Michael when he was a guest speaker at the 2008 California State University POM's Conference, attended by many college professors teaching Operations Management. I was very moved by Michael's personal story and the journey he is on to transform businesses in the United States and apply Lean Principles to non-manufacturing businesses. I was so moved that I purchased his book at the conference.

I was impressed by his entrepreneurial spirit with the many businesses he currently operates, utilizing these principles. He not only teaches others how to improve their businesses, but practices what he preaches. His writing style in his book is very easy to understand and I found the book to be very inspiring, yet practical.

I believe that Michael has a story and approach that is of interest to many of my associates in APICS, the Association for Operations Management. I am an independent consultant and am currently a volunteer on the Board of Directors for APICS in the San Fernando Valley chapter. Michael was a speaker at our April, 2008 Professional Development meeting and Michael drew one of our largest crowds of the year and received very high approval ratings from the attendees, who were all working professionals.

I invited Michael to be our keynote, inspirational speaker at the 2008 APICS West Coast Student Case Competition where we had over 40 students from 9 universities compete for the honor of representing our area at the 2008 APICS International conference in Kansas City where the top 2 teams will compete against teams from the Midwest and East coasts.

Michael's talk to the students was again very well received and inspired the students to pursue their dreams. We provided all students with a copy of Michael's book "Who Said So" to further inspire these students. Also in attendance were approximately 50 professional APICS members, representing the boards of directors of all the chapters in the Southwest District, an area covering Southern California, Arizona, Southern Nevada and Northern Mexico.

I would be glad to answer any questions about Michael and my experience with him.

Sincerely,

Ellen Kane  
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