



January 31, 2007

I have been an amateur student of quality and process improvement for over 25 years. But I've never seen a better presentation of the concepts than Ralph Badinelli, Ph.D. did with my team last week in Tempe. Not only was the material complete and well organized, he flavored it with examples from *7 Habits* and other attributes from within Pulte's culture to make it even more relevant. And to top it off, he readjusted his program to the audience and me without the slightest hesitation or pause in the flow. I was thrilled with the end result.

Ralph's delivery of the material was a true educational experience for my staff. He spent over a year, very patiently working with us to develop it. Last week, he led them through the ideas like a walk down a familiar path.

The program itself is a compilation of concepts and ideas that I will use forever. I have asked my staff to keep their binders on their desktops as reminders of the foundation that Ralph has helped to lay for us. It is rare that I can say that a consultative experience exceeded my expectations, but this one went way beyond what I hoped for.

A handwritten signature in cursive script, appearing to read "Jerry R. Batt".

Jerry R. Batt  
Vice President and Chief Information Officer