



**Orange
County
Convention
Center**

October 3, 2008

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To Whom It May Concern:

This letter is offered in response to a request for a reference regarding the Strategic Advisory Group (SAG), a consulting firm. Our experiences with the Principals of the firm, Jeff Sachs and Tony Peterman, began in 1997 when Orange County selected Ernst and Young LLP to conduct a market analysis and feasibility study regarding potential expansion of our market share, and the facilities at the Orange County Convention Center (OCCC). At the time these gentlemen were employed by Ernst & Young LLP.

Due to the impressive nature of the results of that process, as well as their level of professionalism, Orange County has continued to use their services for various other projects since they formed the SAG.

SAG aided the OCCC in our efforts to improve operationally through a series of recommendations regarding the use of "systemic" changes, including the use of emerging technology. Currently SAG is performing work for our Property Owner's Association (the OCCC is a member of this private sector dominated business group) to examine strategies to make our "district" more attractive to our mutual customers. Examples of ideas being examined include public and private sector cooperation to stimulate hotel, entertainment and transportation system development opportunities in the area surrounding our facility.

We have been and are very pleased with the capability, energy and performance of the team at SAG. I offer my full recommendation.

Respectfully,

Tom Ackert
Executive Director

