

# *The Coca-Cola Company*

Beverage Base Plant  
Atlanta, Georgia

October 6, 2013

To Whom It May Concern:

This letter is to endorse Mic Alexander, president of Image Wealth and her Image Wellness Program. I had the pleasure of hiring Ms. Alexander as a consultant on a specific project in September 2010 in which her role was to train my team on effectively communicating during crisis management. The goal was to give them tools that would help them clearly identify their roles, and effectively communicate their positions while managing their emotions in order to stay on task. With Mic's facilitation, the project was completed successfully and the team continues to use the Image Wellness tools in their current roles. As the Supply and Demand Manager for CPS North America, I find it imperative to surround myself with professionals who are objective. In order for these individuals to support me in my mission at Coca-Cola; they must also have a certain business aptitude and exceptional communication skills. Ms. Alexander has these qualities and is an invaluable part of my support team. I find her to be an excellent facilitator, trainer and coach.

Sincerely,



James Cottrell  
Supply and Demand Manager  
Commercial Products Supply, North America