

7 July 2017

TO: East Bay IT
FROM: CorpDev-Ventures
James A. McCarthy, CLP
RE: East Bay IT Service – An Extension of MY Business

Dear Rich and Team:

As a small business owner, in today's commercial environment, my computer function is my lifeline. In reality, it is more important than my phone as a basis for doing business and communicating with clients for business matters, especially on an international basis.

Despite the fact that my computer and internet function is at the heart of my business, this is not my expertise or why my business exists.

In reality, I consider and depend on you and your expertise to help me function at the highest level of service and efficiency.

Please know that I appreciate "**What You Do**" and "**How You Do It**". This was brought to life recently when you responded on a Saturday morning to help address an issue as I was embarking on an international trip.

Usually, your service prevents me from experiencing such problems. However, in this instance, outside both our control, what was important was that "**you were there when I needed you**".

At the end of the day, **I consider EAST BAY IT and extension of my business**. You are integral to help me provide the best service from my business and expertise.

At any I time when I have had a technical computer or internet problem, my anxiety was diffused with a simple email or call to you. You made my problem go away as you "took control".

This does not happen without the spirit and attitude of service demonstrated by each of you.

As mentioned, my appreciation is for "**What You Do**", but my more important, the spirit and attitude by "**How You Do It**" !!

Thank you Kindly!

Jim McCarthy