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Marty Fisher
Starbucks Coffee Company
2401 Utah Ave. South
Seattle, WA 98134

Starbucks Coffee Company

March 21, 2003

To Whom It May Concern:

As director of retail learning for Starbucks Coffee Company, one of my key responsibilities is the overall accountability for the company's annual zone leadership conferences. This past year, I had the good fortune of working with Creative Leaps International to ensure the success of these events.

Starbucks Leadership Conference typically is the largest, most anticipated internal company event of the year. It is designed to reconnect our partners with our culture, create focus and alignment around our strategies, provide personal and professional development, reward and recognize our partners, and provide a forum for some good, old-fashioned fun. As you can imagine, it is critical that the speakers and entertainment we use for these events are in sync with Starbucks values and guiding principles.

Starbucks selected Creative Leaps International as a strategic partner/meeting planner for this year's conferences to introduce the concept of Servant Leadership to store managers across North America in a creative, engaging manner. Our goal was to use the formidable talents of the Creative Leaps players to bring the principles of Servant Leadership to life through dramatic presentations and musical performances. The material performed by the Creative Leaps team connected well with our partners. The team promised that the material they selected would be appropriate for the demographics of our store managers (average age 28) and they were true to their word.

If you're considering an opportunity to work with Creative Leaps International, I highly recommend their services to you. Their creativity, reliability, and flexibility helped provide Starbucks partners with a wonderful introduction to our workshop topic of Servant Leadership, ultimately giving our partners a truly memorable experience. Feel free to give me a call if you need more information at (206) 318-7659.

Sincerely,
Marty Fisher
Director, retail learning
Starbucks Coffee Company

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