

Letter from the CEO:

Welcome to Athlete Connections! It's a new ball game!

Hiring the wrong person today can take a significant toll on your HR Budget, and your profit margins. In some cases, a bad hiring decision can secretly cripple your organization over time.

How do you find that individual that is striving for a career win, and is a team player and a leader? You hire former student athletes.

*"Athletes make the best employees because of their team experience, their competitive experience, their coaching experience and their winning experience."*

Jefferey Gitomer, Author of the Sales Bible and the Little Red Book of Selling

As a former student athlete, I know firsthand that athletes are self motivated. An athlete can bring a unique combination of skills such as: mental toughness, discipline, ability to overcome failures, time management, highly motivated, focused and can instantly bring recognition with your product or services to the public.

Athlete Connections was designed to meet this overwhelming need, and to provide the business community "a winning recruitment solution." Athlete Connections will provide our valuable partners a network through our training program that will prepare and identify the "right candidate for the right job." Each graduate will be trained in key skill areas to matched specific business needs:

It is estimated that a Certified Athlete Connections Candidate could save \_\_\_\_\_ (Company) at least \$5,000 in external cost per candidate, when you consider advertising, agency fees, referral bonuses, travel, relocation, and recruiters; and ten of thousands in training cost long-term and reduce turnover.

My staff is always interested in discussing how your company can become a partner with Athlete Connections. Join our team and get your company on board this year, as we launch our 2009 Athlete Training Programs and additional services. Let Athlete Connections help you indentify your need assessments and meet your company's present and future hiring needs.

Thank you for taking the time to learn more about Athlete Connections and I hope that you have found the information here helpful. If you feel there is an opportunity for us to assist you with your business challenges please contact us at any time.

Best regard,

Dan Cross  
Founder/CEO  
407.403.6446

*"To complete the athlete's career he or she has to have something greater than the sport itself. A championship is great but the life of a champion is greater! Winning is great but the life of a winner is greater."*