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## SPECIMEN LETTER TO CEO'S

**RE: GIVEN THAT ALL HUMAN BEINGS - EVEN THE BEST OF CEO'S - ARE BETTER AT ANALYZING THE SITUATIONS OF OTHERS...**

CONFIDENTIALLY HELPING CEO'S ASK THE RIGHT AND ENOUGH QUESTIONS OF ATTORNEYS, CONSULTANTS, AND OTHER PROFESSIONALS - AND INSTITUTE APPROPRIATE GOVERNANCE...

IN ORDER TO REDUCE CEO RISK, INCREASE COMPANY PERFORMANCE, AND ALLOW CEO'S TO FACILITATE THE PERFORMANCE OF - AND REDUCE THE RISK OF - EVEN THOSE ADVICE-GIVERS...

Dear CEO:

It is a historical fluke - unnecessarily risk-increasing - that there is little to no systematic, risk-reducing oversight of attorneys, consultants, and some other, non-accounting professionals - oversight which can aid their performance without their even knowing about it - and yet, for example, plaintiffs' attorneys remain artful, potential liabilities loom, and even slight differences in strategy, or in an underappreciated, critical skill - the ability to pick apart and intellectually intimidate your opposition during litigation - can easily spell the difference. In the post-Sarbanes-Oxley, post-Arthur Andersen, post-Enron era, in which remaining threats can be recognized too late, we are pleased to announce the advent of confidential, "sounding board," "second opinion," "attorney oversight," "consultant oversight," "POTENTIAL ESTABLISHMENT OF AN ATTORNEY REVIEW BOARD," "legal-business" consulting - by a Harvard MBA/JD, member of the California, New York, and Massachusetts bars, past financial executive, and, like all of us, et cetera! - as to

- 1 Whether the performance of your large law firm or other attorneys - even inside attorneys - can be improved upon, in litigation, etc. - WHICH CAN LESSEN THEIR RISK AS WELL - and as to
- 2 Whether the performance of your business/marketing strategists/consultants can be improved upon - WHICH CAN LESSEN THEIR RISK AS WELL.  
We can help you aid their performance by, for example, helping you formulate and ask the right and enough questions, by helping you spot and solve issues, and by helping you establish systematic, risk-reducing oversight procedures. If those professionals oppose such value-addition, they are not recognizing that confidential oversight can lessen their risk as well as yours - and they are not putting your interests first.
- 3 Moreover, have you ever wished you had another person of ability to bounce ideas off of on a confidential, cordial, professional, iconoclastic (when some icons warrant clasting!), value-adding basis - but without that person wanting your job or - just as frankly - sucking up, due to his or her lower position in your organization - someone who can both spot and help you solve issues - helping you aid your advisors - and your cause?! All too often, humans are most challenged when attempting to analyze their own, history-ridden situations! Given this reality, we can help you with your challenges - just as you could help us with ours!

Respectfully, what are the chances that we can't add value helping you facilitate performance - by, in part, helping you ask the right and enough questions?! So let's do business! [We do not take over ongoing engagements on which we provide second opinions, helping ensure objectivity - but we can assess depositions, strategies, how consultants have framed and addressed issues, ETC.!]

**FURTHER LESSENING CEO RISK**, we have recently completed an ambitious new "corporate gift resource" allowing CEO's to acknowledge employees and aid their performance, which:

- ✓ Augments the bottom line by promoting Attitude/Knowledge/Action™, including greater regard for others, including actual and potential customers and fellow employees, greater productivity, wellness, business literacy, keeping outside problems outside the workplace, providing "thousands of insights and strategies for

- ✓ better business and personal lives™, serving a critical insurance function regarding workplace violence, etc., Saves the financial (and human) costs of (“conventional,” fear-increasing) outplacement, (divisive) diversity training lecturing, (angering) forced anger management courses (which can increase workplace violence liability by MAKING people ANGRY), etc. - PROVIDING FAR BETTER AND MORE UNITING ALTERNATIVES,
- ✓ Provides all “mandatory” training, shifting even company training to employee time to the extent desired, and offering employee certification for litigation, insurance, and employee improvement purposes - etc.!, and
- ✓ Even encompasses Asset Protection Strategies™ - both business and personal - plus far more...

**FURTHER FACTORS ALLOWING US TO HELP CEO’S REDUCE RISK AND ENHANCE COMPANY PERFORMANCE, GIVEN PRESENT REALITIES = ADDRESSING NEEDS...**

- ☐ CEO’s must be more careful than ever before, in light of Sarbanes-Oxley, artful plaintiffs’ attorneys, the fall of Arthur Andersen, the sentencings of Enron and other executives, SEC requirements, and imposing constituencies ranging from company founders to boards to employees to shareholders - and adroit, sounding board, second opinion input can help CEO’s reduce UNNECESSARY risk.
- ☐ As if that were not enough, it can be lonely and even threatening at the top, for even the most adept and usually self-confident of CEO’s - and peers, peer groups, and board members are not always a “solution.”
- ☐ And then there is the iron-clad, immutable reality that, no matter how intelligent and accomplished the CEO is, we ALL analyze each others’ situations better than our own - WITH A RESULTANT, UNDER-APPRECIATED, AND CRUCIAL IMPLICATION: THAT WE CAN ALL BENEFIT FROM HELP FROM TIME TO TIME! (And sometimes, fresh, fog-clearing input can add value in a flash - for all of us!)
- ☐ Finally, there is the reality that attorney and consultant oversight has been and remains a problem:
  - (1) Attorneys and consultants do not always report all they should, often including divisions of opinion within their own ranks.
  - (2) Attorneys and consultants can have conflicts of interest and sometimes underperform - and in litigation, for example, even small differences in a critical ability (or lack thereof) - the ability to pick apart and intellectually intimidate your opposition - can be outcome-determinative - as can differences in strategies for dealing with the other side, and decisions regarding the assignment of optimal personnel.
  - (3) CEO’s seldom ask company and outside attorneys sufficient questions for the CEO’s (A) To be sure that their attorneys’ performance cannot be improved upon - especially in litigation, where slight differences in performance can decide the entire ball game, and where attorney capabilities vary - often critically, and (B) To be sure that potential liabilities, tradeoffs, and strategies for dealing with the opposition, and with the entire situation, have been optimally assessed, and the correct attorneys assigned.
  - (4) Amazingly, few, if any, companies have in place an “Attorney Audit Committee” to help facilitate the performance of and manage the risk of company and outside attorneys, and attorney-client relationships. These deficiencies - which we can help the CEO remedy - hurt both CEO’s and their attorneys - even inside attorneys - BECAUSE UNNECESSARY EXPOSURE THUS REMAINS, AND BECAUSE MORE QUESTIONS AND ATTORNEY OVERSIGHT CAN LESSEN EVEN THE ATTORNEYS’ RISKS AS WELL!

We indeed look forward to adding value to your efforts, as we learn from each other! Thank you!

Sincerely,

GDB:am



<p>URL's:</p> <p><a href="http://www.americandreams.com/gdb/CV/CV.pdf">http://www.americandreams.com/gdb/CV/CV.pdf</a> - G. Darrell Berglund's CV</p> <p><a href="http://www.americandreams.com/gdb/">http://www.americandreams.com/gdb/</a> - G. Darrell Berglund's Website</p> <p><a href="http://www.americandreams.com/">http://www.americandreams.com/</a> - The Attaining American Dreams !!!!! TM "Corporate Gift Resource" Website</p>	<p>G. DARRELL BERGLUND, M.B.A., J.D. CEO, <b>americandreams.com TM</b> 14692 SYCAMORE GROVE SARATOGA, CA 95070 o 408 872-0487, c 650 996-2024, g.darrell.berglund.mbjald@post.harvard.edu, gdb@americandreams.com, g.darrell.berglund@aya.yale.edu</p>
<ul style="list-style-type: none"> <li>• Darrell Berglund is an attorney, consultant, multimedia author, entrepreneur, guest speaker - and, like all of us, et cetera! He was Treasurer at U.S. Leasing Corporation, a billion-dollar-plus company now a part of Ford, Senior Analyst - Corporate Finance at Chevron, and Supervisor of Financial Analysis at General Motors. His legal and consulting practice emphasizes <u>confidential</u>, sounding board, second opinion, oversight consulting as to whether the performance of present attorneys, business strategists, consultants, and marketers can be improved upon, and business advice and litigation.</li> <li>• He has recently completed an ambitious multimedia project - the goal of which was to create the most impressive resource in any culture on how to plow through fears and other obstacles and attain dreams, however defined, business and personal = the (until now!) missing American Dreams resource we should have been studying in our schools in addition to the isosceles triangle - and turn it loose on the host of problems - business and personal - that CEO's and all other individuals face. Its name is "Attaining American Dreams !!!!! TM," its early clients include the U.S. Air Force and Hitachi, it helps CEO's address a number of business problems, reducing CEO risk, and the name of Darrell's company marketing that ambitious resource is americandreams.com TM.</li> </ul>	