

June 6, 2011

The Haines Centre for Strategic Management has provided top quality consulting services for the past six months to help the San Diego Regional Chamber of Commerce develop and implement an updated strategic management.

As the largest Chamber of Commerce on the West Coast, the San Diego Chamber is quite a large and complex organization with thousands of members and hundreds of executive level volunteers. The Haines Centre has done a fantastic job through their unique Systems Thinking Approach® to Strategic Management and its very specific practical implementation.

The Haines Centre's Parallel Involvement Process has helped to bring the board, executives and volunteers together in a common direction. This process has shaped the groundwork for an improved and vibrant Chamber of Commerce for the 21st Century.

I am most impressed with their focus on the practical implementation of the plan. I highly recommend the Haines Centre for Strategic Management and their Strategic Management System as a state of the art, best practices strategic planning and execution process.

Sincerely,



Ruben Barrales
President & CEO

RB/eac