



Monroe Tractor

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February 7, 2001

New York Small Business Advisory Board
Empire State Development
30 South Pearl Street
Albany, New York 12245

Dear Board Members:

John Nichols is deserving of the New York State Small Business Person of the Year Award for all of the right reasons. As a customer of The Nichols Team, I have worked closely with John. These are my candid observations of how he has handled himself professionally over the years.

He is concerned about his people. Ask him his favorite day of the year, and it is the day when he gets to play Santa Claus, November 22. On this day he doffs the traditional red Santa cap, and visits each of his employees to distribute their year-end bonus, for both The Nichols Team and their cleaning service. He understands that a company's strength is only as good as the people you surround yourself with, and that is one way that he shows his appreciation for their contribution to the success of The Nichol Team.

He is an excellent communicator. John's idea of building a building is to create open communications, and employ the experts to get the job completed to everyone's satisfaction. He is honest and forthright, and truly believes it is a partnership to the end. He does not skirt issues, but meets everything head on, and promises only what he can and does deliver, which is rare in the development business.

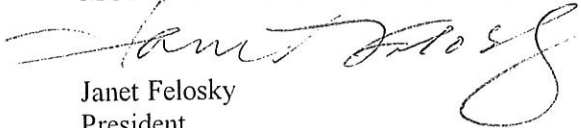
He is a developer who listens to the members of his community. Being a developer, one will usually run head-to-head with all the special interest groups who are "nay-sayers" for any new development project coming to their neighborhood. John takes the extra time to get to know the concerns of the community. In the Town of Henrietta, he has created development plans that are amendable to community members, and meet their needs. You could categorize him as a developer with a humanitarian focus, which is a rare breed.

John is also a community leader. He only wants to grow our township of Henrietta and Monroe County to benefit the next generation. He wants to help create a thriving community, which can support the careers of today's youth, rather than have them chase careers to other parts of the country where jobs are more plentiful. John has been very instrumental in attracting high tech companies to Monroe County. University Park of Rochester, which is the location of the new Corning facility, in Monroe County, is a testament to his achievement.

In summary, John is a superior candidate for Small Business Person of the Year, and as winner, would make an excellent spokesperson for the new spirit of pride in New York State.

Sincerely,

MONROE TRACTOR & IMP. CO., INC.


Janet Felosky
President
JF/db

50
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