



July 28, 2009

Small Business Council of the Rochester Business Alliance
Rochester Business Alliance
100 State Street
Rochester, New York 14614

Re: John F. Nichols/Nichols Team, Inc. nomination for the 2009 Small Business Council's Business Person of the Year

Dear Council Members:

I am writing in support of John F. Nichols' recent nomination to become the Small Business Council's 2009 Business Person of the Year. I have known John peripherally for many years and was aware of the significant role he played in developing parts of Henrietta, particularly to the South of RIT's campus. Recently, however, I became directly familiar with John's personal ethics and commitment to sound economic development in Monroe County because our firm engaged the Nichols Team in late 2008 to develop and build a substantial new facility for one of our divisions.

John's commitment to the development process became immediately apparent given his involvement and ability to align interested parties, identify common ground and elucidate benefits to both the firm and the community. However, two characteristics stood out in my mind as being even more important. The first characteristic has to do with John's commitment to building a project of the highest order of quality – it is done without compromise despite always being easier said than done.

The second characteristic, and the most important of all, has to do with the level of trust and integrity with which John is imbued. With any person and in any situation, the degree to which your counterparty is trustworthy and has integrity often defines whether or not you will be made comfortable and feeling satisfied or left suspicious and anxious, particularly for all of those things that go beyond what is spelled out in a contract or put on a drawing. It is in delivering that feeling of satisfaction through actions observed and not words alone that John excels – for John, trust and integrity are well beyond a written contract.

Based on my experiences with John specifically and the Nichols Team in general, I wholeheartedly support John's nomination to be the 2009 Small Business Council's Business Person of the Year.

Sincerely,
BRINKMAN INTERNATIONAL GROUP, INC.

A handwritten signature in blue ink, appearing to read 'Andrew J. Laniak'.

Andrew J. Laniak
President and CEO