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February 22, 2012  
Nate Vogel  
President of Redline Group  
The Southwestern Company  
2451 Atrium Way  
Nashville, TN 37214

Hi Nate,

I was a Music Technology Major at the University of Oregon when I first heard of Southwestern. A good friend of mine was going to do it so I interviewed and thought I could do well at it. I was a Junior at the time. I felt it would be a good challenge and could make good money. The thing I didn't realize at the time is how much of an impact it would have on my outlook on work ethic and people skills.

My first Summer was in Houston, TX. I didn't have a car and it was very, very hot. It was an adventure mixed with adrenaline, incredible encounters, very hard work, and the reward of seeing the impact I could make. I think what kept me going was the drive to succeed and to be good at it - even though I wasn't the best right away.

One of the most important things that Southwestern helped me realize is that I could do ANYTHING. I am the only one that can stop me.

I did pretty well my first Summer and decided to come back for more. I ended up selling for five Summers and am so thankful I did. After having sold books, I don't care what people tell me they have done - I can say I did something very few people have the courage or dedication to do.

I am amazed at how the principle I learned selling books are applied to everything I do: Do what you say you will do, give to get, think positive, the power of names, choice of two positives, prospecting, discipline, it's how you finish, not how you start; I could go on forever.

I recruited 3 teams that included my wife and my brother and am also very glad that my wife can relate to the experience. Even though she only sold one Summer, she values it a lot.

I started an a cappella group at the University of Oregon called On the Rocks and have been involved in audio ever since. I went to school at Full Sail University to study Recording Engineering and moved to New York City after graduating. I worked as assistant manager of Chung King Studios - working with artists Like Kanye West and Mos Def. I also worked as a trainer for Apple and now run my own software training company as well as working with Audio and Video production.

When I look back at my past experiences, Southwestern is always at the top of my most memorable list. And a summer doesn't go by that I don't feel the urge to grab a book bag and join the team again.

Let me know if you have any questions,

Sincerely yours,

Leo da Silva