



NORTHERN
HANCOCK
BANK & TRUST

December 22, 2010

Jim Castle
President, Chief Executive Officer
Ohio Hospital Association
155 East Broad Street
15th Floor
Columbus, Ohio 43215-3620

RE: Lou Masterson

Dear Mr. Castle:

I am writing to you to share my experience in working with Lou Masterson on a CEO search conducted this year.

I am currently serving as the chairman of East Liverpool City Hospital in East Liverpool, Ohio. Our long-time CEO, Mel Creely retired this year. We engaged Lou to assist us in conducting a search for Mel's replacement.

I have nothing but praise for Lou's conduct in assisting us with the search. In every phase of the process Lou was professional, thoughtful, patient, insightful, prompt and thorough. In our initial meeting he laid out a process that was logical and workable for our search committee. At the outset, Lou created a set of expectations for how the process would proceed. We were never disappointed.

Lou provided invaluable help in developing our definition of what qualities we were looking for in the new CEO. He garnered a broad range of candidates. He provided an appropriate level of candidate screening with well communicated justification for his recommendations. He kept the committee on task and on schedule with timely and well structured candidate information.

The process was lengthy. Throughout the process Lou remained patient and energetic. We always felt that Lou had the best interests of our hospital at heart.

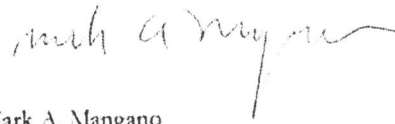
We are very pleased with the recruitment of Ken Cochrane, our new CEO. We are grateful to Lou for his assistance in completing the recruitment successfully. We would most certainly work with Lou again.

If you would care to discuss our experience, please feel free to contact me.



December 22, 2010

Sincerely,

A handwritten signature in cursive script, appearing to read "Mark A. Mangano". The signature is written in dark ink and is positioned above the printed name.

Mark A. Mangano
President