
From: Ron Kresha [rkresha@goldenshovelagency.com]
Sent: 10/28/2011 4:02:10 PM
To: Heidi Thielen [hthielen@goldenshovelagency.com]; Julie Schulte [jschulte@goldenshovelagency.com]
Subject: Mary correspondence

Here you go, keep it close to your vest.

Mr. Jacobs,

I am a resident of Dakota County. I would like to tell you about two companies who are selling air and targeting companies with money and funding, such as Dakota Future, Great River Energy, Minnesota Workforce Center, Minnesota State Colleges etc.

The first company is Golden Shovel Agency. The second company is Atomic Learning/Atomic Training. Both companies are based out of Little Falls, Minnesota. Atomic Learning has been trying to get its "tutorials" into Dakota County schools for quite a few years now. Why should you care? I'm not going to go into it other than to tell you that these are not tutorials I would let my child watch for several reasons, the least of which because you can find the same content with a google search from MIT etc. without spelling and grammatical errors integrated into the content.

Atomic Learning makes its money by "helping" school districts find government grants and then pushing them to buy the Atomic Learning tutorial subscription with these grants; typically a three-year contract. Once the school is in the contract, Atomic Learning has moved on to the next prospect and the school never uses the tutorials. Atomic Learning has now walked away with free government funds through very little work on their part.

As you know, school districts have faced hardships in recent years and those grants are dwindling. So the Atomic Learning investors created a new company, Golden Shovel Agency. Golden Shovel sells two essential products, Economic Gateway, which is a basic web system with content management system and interactive maps. The other product, a product I developed, GateKeeper Social Management, is basically a way for Golden Shovel to "manage" the online relationships of its clients. This is not good for the client because Golden Shovel will essentially have complete control over your contacts and relationships; they also use that information to get new clients.

The worst part about GateKeeper is the fact that it is a springboard for Atomic Learning's Atomic Training tutorials. So, even though Atomic Learning can't get their money from K-12 or Higher Education funding, they are, through their company Golden Shovel Agency, able to get their tutorials into workforce centers, colleges and community development organizations, and they are able to get money from federal grants related to these organizations. One of these, of course, is rural broadband grants.

So why should you care? Well, other than the fact the tutorials are not

what they appear, (Should you care to learn more, just ask Atomic Learning why their CEO spends so much time in Dubai.) you should care what the company does with this federally funded money.

I care. I pay taxes. I care about my child's education. I care about my community and my community's education. The top 2% of Atomic Learning employees earn all the money and the rest of the employees are handed a very minimum wage. Many of the employees are treated like they are less than human. Employees are encouraged to drink in the office and sexual harassment is rampant. Their Holiday Christmas parties consist of four-day drinking binges at expensive resorts and (though I only know through hearsay, key party events - you can read between the lines.)

Their latest way to scam the system is to lay people off from Atomic Learning, after months of abuse and torment, and then pull them into Golden Shovel Agency for very little pay without telling them they are the same company as Atomic Learning. In fact, they will say that they despise Atomic Learning and do not agree with the way they are treating their employees. The truth? The biggest investor in Atomic Learning is the president of Golden Shovel Agency. If someone, like myself, happens to find out what they are up to, they will do anything they can to discredit that person or get them to sign legal papers not to talk; I did not sign their papers. Then they will make sure these former employees don't find another job because that would give the person credibility and the ability to pay their bills. This is their pattern. So many victims all under the guise of "helping" education and government.

Believe me, I know you are a professional and you don't want to receive e-mails like this. Also please know that I am fully aware of slander and libel laws; know that I would not say anything that could not be substantiated as fact.

It concerns me deeply that the funds meant for retraining Minnesota's workers may end up in the hands of these top 2% people. What are you really getting? Do you want a Web site? WordPress is free and has a built-in CMS. Google has a tool to integrate maps into your site. Social media? Trust me, you do NOT want anyone else managing your online relationships, least of all people who have their own agenda. And training tutorials? There are so many free resources out there for that. I can get you a list if you need it.

My point here is simple. Yes, these are GREAT sales people. How else would they have made 13.1 million dollars last year selling recycled tutorials that you can get for free on YouTube? But at whose expense? And so 2% can party on their yachts while their workers are miserable and government funds meant to help the hardest hit employees and our school districts are funding their deviant activities?

I don't think this is right and it's certainly not right for the state of Minnesota. Yes, Tom Lambrecht was taken by the smooth talk, and because of that relationship, these people are going to weasel their way into other unsuspecting relationships, such as Dakota Future.

I have names, dates, incidents and so much more as proof should you care.

Please, before you agree to pump government funds into the hands of the greedy, please do your own research. I unknowingly helped these people and I have to live with that. But at least I can try to make things right and hope that this great county I live in is not also an unsuspecting victim of these people.

Sincerely,

Mary Whelan

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Ron Kresha

President

Golden Shovel Agency

rkresha@goldenshovelagency.com

<http://www.twitter.com/gsaKresha>

320 761-6133 / 1-888-266-4778

320-288-7258 (FAX)

www.GoldenShovelAgency.com

www.EconomicGateway.com

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Golden Shovel Agency brings over 10 years of experience combining Web technology, design expertise, and social media placement and strategy to present communities in their best light.

Economic Gateway is a first of its kind, online, economic development (ED) Web site system with the ability to quickly create a fully functional, custom designed, ED Web site complete with a site selector map and a suite of ED Web site modules. The system allows regional groups and their member organizations to share data and tools in a hierarchical format.

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