

UKNIGHT INTERACTIVE

In Service to the Knights of Columbus since 2009

May 13, 2016

Supreme Knight Carl Anderson
Knights of Columbus
1 Columbus Plaza
New Haven, CT 06510

Dear Mr. Anderson,

My name is Leonard Labriola, one of the founders of UKnight Interactive. Thank you for confirming through Marianne that my efforts to communicate with you have been successful. Her message, however, left no word as to the disposition of the information you received. Is it being considered for further discussion? Was it disregarded? Has it been sent down to legal? I have no way of knowing your perspective or the level of interest you have taken in this matter, if any.

Prompting this letter is a news story I saw this morning about the 2013 fertilizer plant explosion in Texas. At that time Andrew Walther, your Director of Communications, wanted to put out an alert to Councils in that general vicinity, but Denise Serafini told him, much to his disappointment, there was no way that could be accomplished.

Then, as she told us at the time, she explained to him that once the UKnight roll-out is complete, Supreme will be able to communicate to states, regions, zip codes or even individual councils quickly by posting messages – even video messages – right on the home page of their Council website. Soon he will be able to ask the SK to record an inspirational video plea for help, and instantaneously post it on the home page of every council within any mile radius of any zip code he chose. He could then, instantaneously, put out a bulletin to the members in that specific area directing them to their own site where they could watch and be motivated by his message, and sign up to volunteer or provide immediate financial assistance on the spot.

That was three years ago. If we had simply moved forward as we were promised at the time, that system would be in place today, and would have been for the last two years or so.

For reasons that transcend this discussion, I think we can agree that the only acceptable outcome here should be the one that affirms the integrity of the Order. This is what makes our conflict inexplicable to me. To honor your commitment both honors the Order and creates benefits such as the one described above; benefits we are still very excited to provide. So we are at a loss to understand your motives here.

Mr. Anderson, while I have respect for your position and your history, I don't know you. I've been sharing the facts of our situation expecting to find an ally, but I don't know whether you've been consulting your conscience or your attorneys. I do believe I have put my faith in the right man, but given my experience I also believe we are in a very precarious position.

And of course you don't know me either, except for the attacks on my character offered by an executive I am sure you trust, your CIO. Let me assure you that if you are receiving feedback contrary to my representations here, you are being misled. Everything I have shared with you is factual and verifiable, and the damning statements your CIO has made about my integrity are just not true. There are fraternal leaders and agents all across the country who would gladly and even enthusiastically attest to my character.

If you are being told that this matter is insignificant, and that our rights can be trampled without consequence, they are misreading my forbearance as weakness. Our relationship has been designed and understood since the first commitment we received in New Haven in September 2011. That decision has been made and confirmed to us repeatedly. You know this personally. The announcement you were so excited to deliver at the SD meeting in Quebec was delayed by the Philippine typhoon. Later we are told that during a discussion of UKnight in your office, you looked down your glasses and said with some frustration, "I thought this was done last year." Well it had been. You know it, and we know it.

Our purpose has always been to support the Order for the most important of reasons. We know and have demonstrated that we can help the Order thrive. Otherwise, we certainly would not have accepted the repeated promises followed by repeated setbacks, all of which cost our families money and frustration as we spent 80% of the time between September 2011 and January 2016 not building UKnight as an independent company, but in positive and productive, collaborative discussions or waiting periods with top officers at Supreme.

So my intention all along has been to, as your Director of e-Business assured us repeatedly when delays would occur, let the bureaucratic wheels turn and don't rock the boat. So after all this time investing in what we thought was a positive relationship, I certainly do not want to do or say anything now that could have negative repercussions in our relationship moving forward. But having said that, our commitment, experience and relationships with respect to our ability to assert and protect our rights should not be underestimated.

We have positive and productive relationships with many hundreds of councils and agents all across the US and Canada. Let's move in that direction, the proven positive direction. We still can, but UKnight is powerless to affect any progress forward. Right now you are the only one who can bridge this gap, the only one who can help the Order make what is in my opinion and in the opinion of so many, the right decision for all the right reasons.

Again, thank you for considering my perspective on this. I know that events around the world keep you very busy, but if you would assure us that our situation is being considered constructively we would appreciate it very much.

Thank you. I look forward to your response.

Sincerely,

Leonard Labriola