



Keith Taylor
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Mr. Barry Wishner
Proformance
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To Whom It May Concern:

On behalf of TQ3Navigant, I would like to offer my recommendation of Barry Wishner for the excellent presentation he made to our Sales and Account Managers at a recent conference in Dallas, Texas.

Mr. Wishner's ability to weave in educational and entertaining anecdotes throughout his program was very well-received by our employees. Several messages he used throughout his presentation, such as "adapt or die," "nothing stands still," and "nothing endures like change," particularly hit home for us, as change seems to be the only constant in our industry. This was especially apparent when he asked one of our attendees - who has worked in the travel industry for more than 40 years - to briefly discuss the changes he has experienced over the years. The suggestions Mr. Wishner made to the audience (i.s., being imaginative; being innovative; and determining what they would do differently if they had free reign in their jobs, company and industry) were practical ones that could be used in real world experiences. That certainly got the attention of our Sales and Account Managers.

Mr. Wishner also discussed two specific action items that we brought back to all of our employees. He suggested that we "weed our gardens" by taking stock of what keeps us from doing our jobs more efficiently and simply stop doing them. In addition, he suggested that if our company didn't have a "battle cry," we should have one. Following his presentation, I encouraged the group to come up with suggestions for a TQ3Navigant battle cry, and we had several submissions by the end of the conference. The winning entry was "GO BLUE," which stands for: Great Organizations... Believe it, Live it, Use it, Embrace it!

We launched the battle cry to our employees from our CEO. The response to the initial message has been overwhelmingly successful.

Sincerely,

Keith Taylor
Senior Vice President of Sales and Account Management

p.s. As our keynote, Mr. Wishner set an energizing and motivating tone that lasted throughout the conference. I found myself and others referring back to the principles he spoke about in his presentation. I believe it laid a great foundation for what we set to achieve at the conference. It was a pleasure meeting and working with Mr. Wishner, and I know he would be able to speak to any organization with great insight, poise and confidence.