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Barry Wishner
President
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Dear Barry:

"Seizing Future Opportunities" was appropriately named for your recent program for ADC Telecommunications' Sales Meeting. Yours is such a simple message, but so important to those of us in sales today: "Get to know your customer's problems and solve them".

Your words really hit home with me--best of all, you spiced it with humor and great anecdotes. I thought it was important enough to review in my meeting with my salesforce following the conference.

You're a character, a little bit off dead center, and your unconventional approach enhances your ability to get us thinking in new ways. I especially liked your direct approach to what it takes to get to our customers and make sales, and the way you helped us to laugh at ourselves and feel good about it.

Sincerely,



Dennis Maddock
Vice President of Sales

P.S. It was a very long, serious day. Your closing words didn't disappoint -- we left enthused and ready to take on the challenges ahead.