



PEEL PLASTIC PRODUCTS LIMITED

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Mr. Barry Wishner, President
Proformance
568 Eleanor Drive
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Dear Barry:

Bringing you in to open this year's annual meeting of the Flexo Technical Association was inspired and whoever made the decision to hire you should be applauded. You set a positive tone that was the perfect start to our conference.

I personally learned things from your program that I carried with me for the whole meeting. With each subsequent presentation I was reminded to ask the question "What am I going to do differently when I return to my office?"

Arguably yours was the most complete presentation I've attended. Because of your extensive work in advance of the meeting you had an uncanny understanding of our business, from our jargon to the challenges we face from other printing sources. You then managed to relate ways of differentiating ourselves that I know will help us grow regardless of the current business climate.

The best for last! It is your personality and sense of humor that I will remember most. People were on the edge of their seats waiting for your next zinger. There was no resting, as we got caught up in your exciting stories or anecdotes that always had a second meaning, one that could help us in our business.

Thank you for an experience I'll not soon forget.

David Plewes
Graphics Manager
Peel Plastic Products Limited

P.S. . As great as you were on stage it was up close and personal after your program that I realized just how valuable your outsider's perspective was to me and my colleagues.