



Mr. Barry Wishner  
President  
Proformance  
568 Eleanor Drive  
Woodside, Ca. 94062

Dear Barry,

You are Unique Among Speakers that I have seen... Unique Connection with the audience and a Unique Message. In one short hour you managed to bring it all together to form an entertaining and very informative presentation.

By knowing the names of people in the audience and their achievements, you were able to use them to illustrate your points and demonstrate first hand how important it is to know your customer. For instance, I was pleased when you used McCormick's Annual Report as an example of how our company "Dares to be Different".

In addition, you expertly used the experience and successes of the many CEO's and executives you have interviewed and translated them into a message that we could all readily use with our staffs and clients alike.

Above all, I believe your sense of humor and creative story telling added to the enjoyment. At some points you had us laughing so hard we were unprepared for your next zinger.

Thanks for a great experience.

A handwritten signature in black ink, appearing to read 'Larry Lamb', is written over the typed name.

Larry Lamb  
National Account Manager  
McCormick & Co., Inc.  
Global Restaurant Division  
1525 Lakeville Dr. Ste 126  
Kingwood, Texas 77339

P.S. Feel free to use me as a reference. I'd welcome the opportunity to share my very positive experience as one of your audience.