



F.A.B.
I.N.C.

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

Dear Barry,

I was lucky enough to have a front row seat for your recent presentation at the Frosty Acres Annual Sales and Marketing Conference in Orlando. It was an impressive view of your energy on stage and excitement for your message.

Your "Dare To Be Different" program was just what we needed to end the conference on a positive, take action note.

I felt as though our members really "got it." Most now realize that they can no longer do things the way they have in the past. As you said it, they have to look at everything they're doing through a new pair of eyes and then execute the necessary changes.

It was a thrill to watch you blend your timely message throughout your program in stories and illustrations. I particularly enjoyed how you included the names of individuals and their unique stories into your talk which kept the interaction up and excitement in high gear.

Yours truly,

Rob Keeney
Director

P.S. Thank you for a presentation our members will not soon forget.