



David Newman speaks to CEOs and business owners who want **more leads, better prospects, and bigger sales... Now more than ever!**

“David helped us triple the revenue from our core service. His ideas work and they last.”  
-- Mary Broussard,  
**CEO, The Barter Connection**

“Two results: an increase in clients and revenue, and a yearning to apply more of these principles!”  
-- Gail Welkes,  
**President, Focus Personnel**

“This session was excellent. The best thing for me was that we worked through real-world issues, one by one. This would be enough to jumpstart anyone. It's not about knowledge, it's about WORKING knowledge. David was outstanding.”  
-- Tom Maillie,  
**Marketing, National Liberty**

“I picked up six new clients after David's program. It works!”  
-- Piper Reece,  
**Sales, Executive Office Link**

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**American Express**

“David is “big-picture” PLUS “do-this-now” for bottom-line results.”  
-- Ford R. Myers,  
**President, Career Potential LLC**

## Actionable marketing strategies and tactics to recession-proof your business!

### Programs

#### 21 Secrets of Simple Marketing Success™

- Grow your business in any economy by implementing 21 immediately-actionable marketing strategies
- Boost quality and quantity of incoming leads by increasing your visibility, credibility and “buy-ability”
- Attract more and better clients by making small changes to your positioning, packaging, and services

#### Build Your Marketing Language Bank™

- Boost quality and quantity of inbound leads by raising your company's visibility, credibility and “buy-ability”
- Position your company as a problem-solver, not a peddler, so you never need to compete on price again
- Consistently close more business in any economy by saying and doing what resonates with your best buyers

#### Juiced! for Business Growth™

- Become the obvious choice even if you sell “commodities” by unlocking your creative marketing engine
- Out-think, out-market and out-maneuver the competition using 10 proven business innovation tools
- Sell your ideas more effectively to clients and colleagues

#### Live Ammo Marketing Lab™

- Create your marketing building blocks, headlines, sales copy, and “Do It” marketing plan during the seminar!
- Value-rich take-aways with no theory, no fluff, no bull

**David Newman** is a nationally-acclaimed marketing expert known for his high-content, high-energy presentations laced with humor and “do-it-now” tools for maximum take-away value. David helps CEOs and business owners **attract, engage, and win more customers – now more than ever!** David is the author of eight books on marketing and business growth, including **Relish for Business, 21 Secrets of Simple Marketing Success, and CEO Marketing.**



#### To book David NOW:

**T: 610.716.5984**

**E: david@doitmarketing.com**

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## MARKETING



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### Professional Biography

**David Newman** is a nationally-acclaimed marketing expert known for his high-content, high-energy presentations laced with humor and “do-it-now” tools that ensure maximum take-away value.

Your investment in David pays off by making it easier for CEOs and business owners to **attract, engage, and win more customers – now more than ever**. David is the author of eight books on marketing and business growth, including **Relish for Business, 21 Secrets of Simple Marketing Success**, and his latest book, **CEO Marketing** (coming in 2010).

Since 1992, David Newman has led seminars for 44 of the Fortune 500 and he's worked with more than sixty CEOs and small business owners through his Strategic Marketing Process.

David's conference keynotes are highly interactive and include lots of how-to oriented content. He uses stories, metaphors, examples and humor to make his seminars and keynotes highly memorable, practical and profitable for your audience.

His speaking and seminar client list includes J.P. Morgan, IBM, Microsoft, Commerce Bank, QVC, Quest Direct, The Society for Human Resource Management, ASTD, The Specialized Information Publishers Association, and The American Museum Membership Managers Conference. David is both a Vistage Trusted Advisor and Vistage Speaker as of 2009.

David has been featured and quoted in *The New York Times*, *Investors Business Daily*, *Sales & Marketing Management*, *Selling Power*, *Fast Company*, *Business 2.0*, and *Entrepreneur*, and he is a regular columnist for *Business2Business* magazine.

David is a professional member of the **National Speakers Association** and serves as President-Elect of the NSA-Philadelphia Chapter.



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## 21 Secrets of Simple Marketing Success™

### Summary:

This is a high-energy, high-content program designed for the new world of business where creativity, focus, and clarity are your most potent entrepreneurial tools. You'll never do marketing the same way after experiencing this game-changing seminar. After this program, you will be able to:

- Grow your business in any economy by implementing 21 immediately-actionable marketing strategies
- Boost quality and quantity of incoming leads by increasing your visibility, credibility and “buy-ability”
- Attract more and better clients by making small changes to your positioning, packaging, and services
- Accelerate your revenue growth by shifting your marketing engine into high gear
- Consistently win against bigger, meaner, and better-funded competitors

### Audiences:

Business owners who want to grow their business and professionals who want to sell more products and services.

**Also:** Conference keynotes/breakouts, Association meetings, and Chambers of Commerce.

### Customization Options:

#### Alternate titles:

- Breakthrough Marketing Mastery
- 21 Rules for the New World of Marketing

### Program Length:

This program can be customized from 60 minutes (keynote/breakout) to half-day, full-day, and 2-day formats.



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## Build Your Marketing Language Bank™

### Summary:

This hands-on program is for CEOs and business owners who want to grow their businesses more rapidly, stand out from the competition more clearly, and win bigger and better customers. Truth is, products and services that solve real customer problems are recession-proof.

After this highly interactive (and often contrarian) program, your members will be able to:

- Answer 7 key questions to laser-focus on the customers your company serves best and wants to serve most
- Increase your company's visibility, credibility and “buy-ability”
- Position your company as a problem-solver, not a peddler, so you never need to compete on price again
- Attract more and better customers by making rapid yet subtle changes to your company's positioning, packaging, products and services
- Consistently close bigger and better deals in any economy – even against larger, meaner, and better-funded competitors

### Audiences:

Business owners who want to grow their business and professionals who want to sell more products and services.

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### Juiced! for Business Growth™

#### Summary:

**Juiced!™** helps move CEOs and business owners toward more growth-minded business thinking and execution. Think of it as injecting a healthy dose of “Innovation DNA” into your sales and marketing mindset. Specific outcomes might include:

- Creating new product/service ideas
- Creating new business processes/strategies
- Stretching current thinking to find new and innovative solutions to complex problems
- Increasing productivity and profitability through more innovative use of existing resources

After this program, you will be able to:

- Become the obvious choice even if you sell “commodities” by unlocking your creative marketing engine
- Out-think, out-market and out-maneuver the competition using 10 proven business innovation tools
- Sell your ideas more effectively to clients and colleagues

#### Audiences:

Business owners who want to grow their business and professionals who want to sell more products and services.

**Also:** Conference keynotes/breakouts, Association meetings, and Chambers of Commerce.

#### Customization Options:

##### Alternate titles:

- Marketing Juice! 10 Keys to Unlock Business Growth
- Get Juiced! Fresh Ideas to Grow Your Business

#### Program Length:

This program can be customized from 60 minutes (keynote/breakout) to half-day and full-day formats.



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### Live Ammo Marketing Lab™

#### Summary:

This hands-on program is for CEOs and business owners who want to build a profitable cash-rich business using dozens of low-cost and no-cost marketing tools. In this program, you will:

- Answer 7 key questions to laser-focus on the clients and customers you serve best and want to serve most
- Customize 5 Marketing Moves to rise above competitors so you never need to compete on price again
- Execute consistent marketing that your team finds easy, effortless, and enjoyable while pulling in more clients, revenues, and profits
- Create your marketing building blocks, headlines, sales copy, and “DO IT” marketing plan during the seminar
- Take home your customized marketing manual filled with completed tools, templates, worksheets, and checklists so your team can begin working your plan immediately

#### Audiences:

Business owners who want to grow their business and professionals who want to sell more products and services.

**Also:** Pre- and Post-Conference Workshops, Breakouts, Association meetings, and Chambers of Commerce.

#### Customization Options:

##### Alternate titles:

- Power Marketing Bootcamp
- Power Marketing Makeover

#### Program Length:

This program can be customized from 60 minutes (conference breakout) to half-day and full-day formats.



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## David Newman's Seminars, Executive Education Programs, and Keynotes

*"David's program was a triple play: a strategic roadmap, a tactical toolkit, plus a healthy kick-in-the-pants to business as usual. People were talking about his ideas for months afterward - and best of all, they generated real results!"*

**-- Micki Kind, Citizens Bank of PA**

*"This program was excellent. The best thing for me was that we worked through real world issues, one by one. This would be enough to jumpstart anyone. It's not about knowledge, it's about WORKING knowledge. David was outstanding."*

**-- Tom Maillie, Marketing, National Liberty**

*"We received tremendous feedback about your presentation. Our members found your program informative and particularly worthwhile. We definitely want you back!"*

**-- Monika Zadroga, Greater Philadelphia Chamber of Commerce**

*"David spoke at our Tri-State SHRM meeting – fantastic speaker and great reception from the audience – would absolutely recommend him for your next conference!"*

**-- Diane Wagner, SPHR, Society for Human Resource Management**

*"David condensed a lot of material into a single day. This program was an excellent investment with a very high ROI."*

**-- Michael Rittler, American Express**

*"Your opening mega-session provided a terrific set of tools that not only enriched the conference experience but prepared folks to tackle the challenges and opportunities awaiting them back at the office. You delivered exactly what we were looking for in our keynote address. The entire conference team got extremely positive feedback from attendees."*

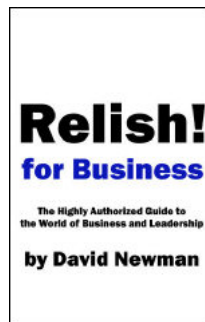
**-- Scott Winter, American Museum Membership Managers Conference**

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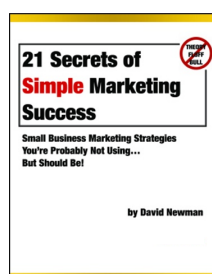
**-- Mary Broussard, CEO, The Barter Connection**

*"David's program generated in-depth discussions and significant learning gains. The half-day session flew by, and left the audience feeling both satisfied and empowered. Written program ratings were consistently high across all areas."*

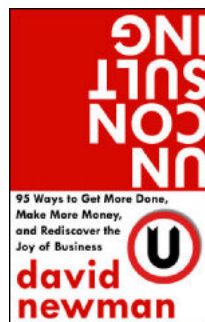
**-- Mary Imbornone, VP National Training, Devereux**



**RELISH! FOR BUSINESS.** Shake up your thinking, move your business forward, spark innovation, jumpstart leadership - and use these ideas to open meetings, ignite discussions, increase collaboration, improve communication, enhance trust - and rediscover the joy of business. Relish! for Business consists of bite-size chunks of straightforward advice and tools touching on a wide variety of business and leadership topics, including innovation, time and stress, balance, integrity, the power of doing, attitude, excellence, ethics, accountability, persistence, focus, and many more. Use it as your "pocket guide" to hands-on leadership and fast-forward business, designed for leaders with less time to read yet more urgency to find meaningful and lasting solutions - now more than ever! \$13.00



**21 SECRETS OF SIMPLE MARKETING SUCCESS.** 21 Strategies to help CEOs and business owners unlock more clients, unblock more revenue, and unleash business growth. Learn how to rapidly make subtle changes in your company's positioning, packaging, promotion, and performance to dramatically boost your business. \*BONUS\* Includes a complete marketing plan blueprint, marketing plan template, and even a completed sample plan you can modify! Don't let the concise nature of the book (44 pages) fool you - EVERYTHING you need is in here. That's why it's so simple - and so powerful. \$27.00

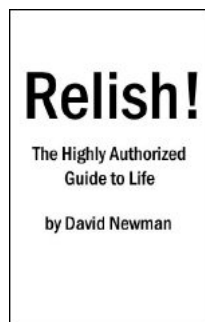


**UNCONSULTING.** This is a handbook, a field guide, and a portable seminar on the art and science of work done differently - smarter, simpler, more valuable, and a bit contrarian: UNCONSULTING. Are you an "Army of One" running your own business or a CEO who wants your company to stand head and shoulders above the crowd? Would you like to get more done, make more money, and rediscover the joy of business? This book is for you. 95 mini-lessons on fast forward business thinking plus BONUS materials on sales, leadership, creativity, innovation, networking and a huge resource section. \$20.00

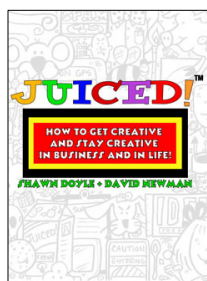


**THE FORTUNE COOKIE BUSINESS BOOK.** "Many receive advice, only the wise profit by it." So it is with this collection of over 500 micro-lessons for the world of business. Each entry is a point for meditation, application - perhaps even the call to action you've been waiting for. After all, sometimes the best thing to do is "Confront yourself" or ask "Did today matter?" With fortunes, like with contemporary art, so often the meaning is in the eye of the beholder. And what you see depends on what you're looking for and what mood you're in, who you're with, and what you're experiencing in other parts of your life. It is in this spirit that David Newman shares these bits of business wisdom with you. \$13.00

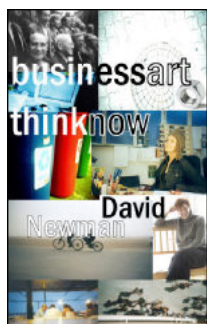




**RELISH!** Your pocket guide to personal growth. The fun, cheeky, easy-to-pick-up and start-anywhere format suits not only dedicated readers, but browsers and page-flippers, too! These are tough times, with stress and uncertainty running high. Sometimes it seems like survival should be our goal. Relish! contains zesty hands-on micro-lessons that invite you to explore, grow, and thrive in both your personal and business life – required reading for CEOs and business owners now more than ever! \$13.00



**JUICED!™.** Every CEO and marketer will find strategies for becoming more creative and unleashing the creativity in others. Juiced!™ is a practical and inspiring guidebook for freeing the creative spirit inside your organization! These strategies are bound to make your thinking (and your doing) more interesting, original, valuable, and actionable. Reviews include: "Juiced! is a joyful, upbeat buffet of ideas for enhancing results. It's all about finding your own ways to think and act creatively using your natural strengths while skillfully connecting with others. That's the 'secret sauce' of success!" "Juiced totally rocks!" "5 stars!" \$35.00 manual PLUS Juiced™ Audio CD



**BUSINESSARTTHINKNOW.** A bonus-size bundle of messages, stimulation, pictures, words, ideas, values, choices, directions, opportunities, mysterious corners, superhighways, poems, shouting, fire, and sliced bread. It's your mental elevator to the 15th floor in a 12-story building. It's a pocket MBA for creativity in business. It's an invitation to read, explore, surf, skim, think, feel – and act! And it's a ticket to a new business destination – perhaps to a place where you've become a little more unstuck, unleashed, unafraid, unbounded, unconventional, unusual, unfettered, and uncommon. \$13.00



What if the next consultant you hired came with an instruction manual filled with strategies to maximize the CLIENT end of the relationship? **The Manager's Pocket Guide to Using Consultants** (HRD Press, 2007) packs into one concise book information it would take you years of trial-and-error to learn on your own. It will help you think through and execute important decisions about using consultants, like how to: Select the right consultant; Establish the relationship; Work side by side with your consultant; Evaluate outcomes and make adjustments; Maximize the consultant's contributions as change agent, advocate and mentor; Avoid consulting dangers, pitfalls and traps; Debunk myths and evaluate "next practices." Any CEO using or thinking about using consultants will profit from this street-smart and balanced "exactly-how-to" advice. \$10.95

To purchase books, please visit: <http://www.cafepress.com/doitmarketing> and <http://www.hrdpress.com/MPGUC> or contact David Newman for volume discounts or special custom editions for your organization.



MARKETING

## Seminar and Speaking Clients

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**David Newman Has Delivered  
Seminars, Executive Education Programs, and Keynotes for...**





# Class Act

HOW YOU WENT FROM CLASS CLOWN,  
JOCK OR GEEK TO ENTREPRENEUR

lot of us are still going to be remembered as, say, the fat kid with a mouthful of braces, or the well-liked but simple-minded jock. Still, there are some good arguments for going, even if it's only to chart your progress and see how your high school personality shaped your entrepreneurial personality.

Take David Newman, 41—a former class clown who's now the managing partner of BusinessDNA,



**Back in the day:** Terri Alpert, David Newman and Marianne O'Connor (l. to r.) reflect on high school to see how they got where they are today.

a consulting firm in Bryn Mawr, Pennsylvania, and founder of Unconsulting, a marketing strategy firm. The two businesses project combined revenues of about half a million dollars in 2006. Back in high school, Newman was hosting Frisbee matches on the roof of his school and frequenting the principal's office for trying out his stand-up material in class. Only in hindsight does he seem a likely candidate for a future as a successful entrepreneur.

Being a class clown has "given me a very useful set of traits today as a 'sort of' grown-up entrepreneur," argues Newman. "Think about it—class clowns, by their very nature, are not afraid to fail, unlike the geniuses. They thrive on being different, unlike the geeks, who suffer by being different. They focus on getting noticed among the noise, unlike the cool kids, who focus on fitting in. They have the extra bandwidth to get their work done, *plus* be creative, funny and a little irreverent, unlike the dummies. And class clowns want to get along with *all* the other groups to expand their audience, unlike the jocks, who just need to impress other jocks."

Terri Alpert, 42, describes herself as being social but also "very nerdy" in high school. Like Newman, she believes her high school traits help her now as an entrepreneur. Besides being the pho-



tography editor for the school newspaper, Alpert was also captain of the math team.

Alpert now runs two catalog companies with combined revenues of \$14 million so far this year. She started her first company, Professional Cutlery Direct, in 1993 with just \$8,000, and grew it to \$8 million in sales this year from internally generated cash flow. As she puts it, "I look at things very analytically. I was attracted to creating a direct-to-consumer business because so much of the success is based on the quality of the analytics. It's very data-driven."

Meanwhile, thirtysomething Rachel Weingarten is president of New York City-based [GTK] Marketing Group, which projects 2005 revenues of \$2 million. She feels she was a misfit in high school, precisely because she didn't have a label. But that helped her, too—she was drawn to working at a young age, designing her own line of denim clothing in the 1980s. Explains Weingarten, "My early experiences instilled in me a love for work, for doing things my way and for not following the pack, but rather for setting trends and positioning my clients as trailblazers."

This is all good news for the class clowns, the geeks and the misfits, but what about the popular kids? Not surprisingly, they can fare well, too. Marianne O'Connor was voted "Most Likely to Succeed" at her Malden, Massachusetts, high school. Today, she runs Sterling Communications, a \$4 million high-

tech PR agency in Silicon Valley. O'Connor, 44, believes co-captaining her high school's cheerleading team prepared her for office politics, speaking at her graduation gave her a crash course in public speaking, and ballet dancing gave her focus.

Still, she admits she never saw her future in technology. "If you'd told me in high school that one day I'd be talking about long-haul optical transport, I'd have said, 'What's that, a train?'"

In the end, no matter what your persona in high school, you were learning something useful for your business. Says Howard Ross, an organization development consultant and CEO of Cook Ross, an HR firm in Silver Spring, Maryland, "We all have values that transcend the times of our lives."

—GEOFF WILLIAMS

**33%**

of an executive's time is spent responding to crises or problems.



**SHRM**

Philadelphia

Regional Chapter



PO Box 1302

Cherry Hill, NJ 08034

215.735.5220

[www.phillyshrm.org](http://www.phillyshrm.org)

Dear David:

I'm writing to thank you for presenting a top-notch monthly meeting to our chapter in May.

From the very beginning, you were extremely cooperative and helpful with putting together our plan. You even made suggestions, like your pre-meeting survey, to drive up attendance and revenue for the chapter!

After seeing you speak at a previous association event, I knew your content was terrific. But only in working with you, through some scheduling and logistics challenges, did I realize what a "pro" you really are. Thanks for being so flexible, understanding, and generous throughout our collaboration.

Of course, what really matters to the chapter is the quality of the programs we present, and yours was truly world-class. A perfect mix of research, best practices (even though you hate that term!), contrarian wisdom, metaphors, and audience-engaging exercises. The fact that you packed all of that into a little over an hour is truly amazing!

Thank you for customizing the program to our members' exact needs and for offering all the follow-up resources, including copies of your book.

As for audience feedback, the WOW's just keep on coming. As you know, planning meetings can prove a very challenging task. When your keynote speaker does as well as you did, everyone looks good.

Sincerely,

Amy Barth,  
Board Member, SHRM Philadelphia Regional Chapter

## Wyeth Pharmaceuticals

May 24, 2006

**Wyeth**

David Newman  
121 Rodney Circle  
Bryn Mawr, PA 19010

David,

Thank you for your invigorating presentation to the Wyeth Performance Consortium on "Juiced!"

We truly appreciate the time you spent with us this week. Your energy, humor and friendliness help create a sense of anticipation at what you have to share.

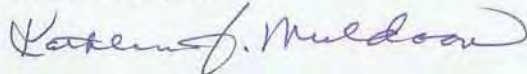
The great tools, activities and supporting examples reinforced your 8 key points. The audience was fully engaged and you did a fine job of including our virtual audience as well.

We particularly appreciate your "going the extra mile" to customize your topic to fit perfectly into the Behavior Engineering Model we use as a framework for performance improvement.

We look forward to receiving the Juiced! CD you mentioned. Already I am receiving emails from participants wanting to ensure their inclusion in your generous offer.

Thank you for contributing your non-stop energy and outstanding professional expertise to our Consortium. It is of great value to our members.

Warm regards,



Kathleen Muldoon  
on behalf of the **Wyeth Performance Consortium Board**  
Associate Director, Training Solutions  
Global Compliance and Training (GCaT)  
Wyeth Pharmaceuticals



HORNER & ASSOCIATES, LLC  
116 DEER RUN COURT  
HARLEYSVILLE, PA 19438  
215.513.0312  
STEVE.HORNER@COMCAST.NET

David Newman  
121 Rodney Circle  
Bryn Mawr, PA 19010

Dear David:

On behalf of The Delaware Valley Consultants, I would like to thank you for speaking to our members about effective marketing, sales, and business building strategies.

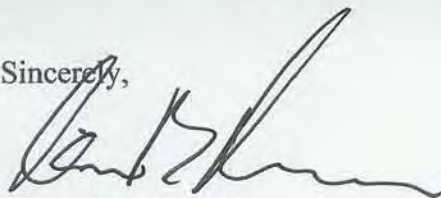
Based on extremely positive member response, it is clear that our members and guests very much enjoyed your presentation and got tremendous value from it.

As a speaker and professional presenter myself, I'm an extremely tough critic when it comes to speakers. Your presentation was right on target: practical, nuts-and-bolts, and loaded with valuable resources, new ideas, strategies, tools, and tactics that all consultants can benefit from. As you saw, we had a very senior group in the room, and you really hit it out of the park!

In over 30 years of my professional career, I've rarely seen your unique combination of professionalism, humor, mile-a-minute content, and high level of personalization and audience engagement.

In part due to the interest generated by your presentation, our group continues to grow and expand. Thanks again for providing such a high level of value. You were a pleasure to work with, and we'd love to have you back in the future!

Sincerely,

A handwritten signature in black ink, appearing to read 'Steve Horner', with a long, sweeping horizontal stroke at the end.

Steven M. Horner  
Founder, Delaware Valley Consultants

June 24, 2008

Mr. David Newman  
121 Rodney Circle  
Bryn Mawr PA 19010-3727

Dear David,

Just a quick note of thanks for presenting a terrific session at the 32<sup>nd</sup> Annual International Specialized Information Publishers Association (SIPA) conference earlier this month.

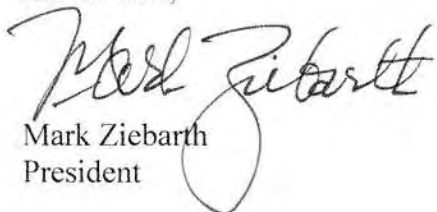
Your program packed an incredible amount of creative business-building ideas into a very short time. And you customized the content and examples like a true industry insider!

Even though your session came at the end of a dizzying 3 days of general sessions, roundtables, and breakouts, people left feeling energized and motivated to ACT on all that they learned at the conference. Your program was an ideal “closer” in the sense that you gave the audience tools with which to go home and *implement* what they learned to generate more revenue, more profits, and more customers.

Unlike many of our past conference speakers, you were much more than a “talking head” – your programs’ level of interactivity, engagement, and fun made all the difference. You got people on their feet, thinking, interacting, and engaging with each other and this helped make your ideas stick much more so than the usual “death by lecture.”

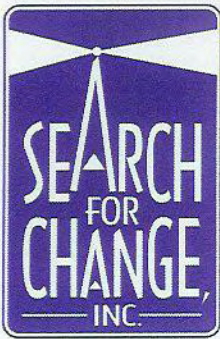
As you know, it’s rare that our association brings in outside professional speakers, but in your case I’m extremely glad we did. And as conference track chair, I’d like to personally thank you for being one of the easiest-to-work-with speakers and a genuinely nice guy.

All the best,



Mark Ziebarth  
President





Search For Change, Inc.  
95 Church Street, Suite 200  
White Plains, NY 10601

[www.SearchforChange.com](http://www.SearchforChange.com)

Ronald Kavanaugh, MS  
Executive Director

David Newman  
121 Rodney Cir  
Bryn Mawr PA 19010

Dear David:

I'm writing to follow up on your *Winning HR Strategies to WOW! HR Results* keynote you delivered at our state SHRM conference.

As I told you at your book signing, **yours was the best keynote of the conference.** You gave practical, yet strategic, insights into how we as Human Resources professionals need to start focusing more on the success of the business, and not the success of HR.

One of your key points really hit home. You talked about the "senior executive view" of HR being dependent on what kinds of meetings HR is sitting in on. You're 100% right – we absolutely need to be in the room whenever leaders sit down to do an organizational performance review; we need to be involved in R&D meetings about new products and services; and we need to be there when next year's marketing budget is on the table. The meetings we're in – and not in – determine the level of strategic value that we can bring to the business from our HR perspective.

Thanks for arranging a copy of your book for everyone. I had a chance to thumb through it and it's also loaded with great HR ideas. You made the conference highly worthwhile.

All the best,

A handwritten signature in blue ink, appearing to read "April Squillante".

April Squillante,  
Director of Human Resources  
Search for Change, Inc.



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July 2008

David Newman  
121 Rodney Circle  
Bryn Mawr, PA 19010

Dear David,

I want to thank you again for the great job you did at our annual Art Museum Membership Managers Conference in Santa Fe. Our folks walked out of your opening mega-session completely recharged and ready to face the work ahead.

Your presentation provided a terrific set of tools that not only enriched the conference experience but prepared folks to tackle the challenges and opportunities awaiting them back at the office.

You delivered exactly what we were looking for in our keynote address. Mark and I and the entire conference team got extremely positive feedback from attendees.

On a personal note, I appreciate that you took the time to "hang out" with us the night before your presentation and really get to know the participants and their issues at both the O'Keeffe Museum reception and the dinner. Your investment clearly paid off in your presentation.

We certainly had a great time and truly appreciate your efforts in going "above and beyond," including the executive session you generously added for our senior leaders.

It was a pleasure to work with a true professional like you, from beginning to end.

Thanks again,



Scott Winter  
Programs Co-Chair  
AMMMC 2008