

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 32nd Annual International Specialized Information Publishers Association (SIPA) conference earlier this month.

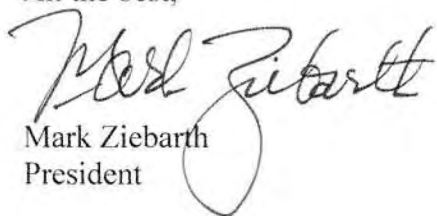
Your program packed an incredible amount of creative business-building ideas into a very short time. And you customized the content and examples like a true industry insider!

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