



David Newman
Do It! Marketing
12 Rodney Circle
Bryn Mawr, PA 191010-3727

Dear David,

Thank you for helping to make Philadelphia Business Journal's "Supercharge Your Sales" seminar so "super" and "charged (up)" today.

Your module on social networking was sensational. In a very short period of time you demystified the topic by explaining the opportunity in layman's terms. Through your personal examples you demonstrated how to make these new tools work for the business people in the room. And you led us to the action step: ways that they can easily take advantage of some of those things that twitter, facebook, linkedin and still other sites have to offer.

The secret to conveying all of that very good knowledge was your presentation skills. Your energy and passion for the topic was apparent. You also had a wonderful way of engaging the audience through the sheer force of your personality, through probing questions and by delivering real content, not fluff.

I am very protective of the Philadelphia Business Journal brand. It is important that we partner with organizations of like stature and credibility. Having you as one of our collaborators was a win /win in every way.

With appreciation,

Lyn Kremer
Publisher