

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

www.SearchforChange.com

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,

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

The bound stay year of a start hinds of resolution of starting in market extra first start 1.3 bound they dependent as start hinds of resolution of a starting in m. For 's along they depend we produce the start to be in the room repervention dere suidown to do so conjundrational port, measure the start we need to be first in the start of R&D modifies when the solution produces and extraction, and the need to be first in the room representing on the solution to defer the ball. The perverse, and the resolution is the room representing on the root first in the ball. The