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Ronald Kavanaugh, MS  
Executive Director

David Newman  
121 Rodney Cir  
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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.