

WALKER ART CENTER
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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.

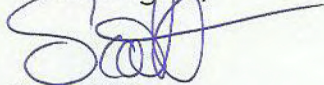
You delivered exactly what we were looking for in our keynote address. Mark and I and the entire conference team got extremely positive feedback from attendees.

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

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.

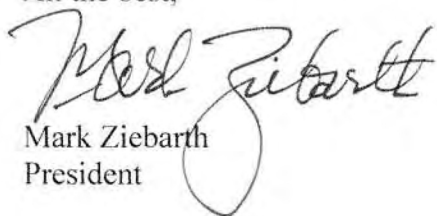
Your program packed an incredible amount of creative business-building ideas into a very short time. And you customized the content and examples like a true industry insider!

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



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.

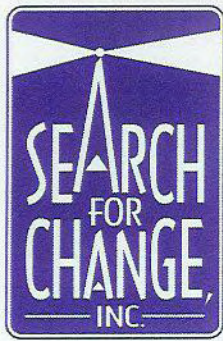
Your module on social networking was sensational. In a very short period of time you demystified the topic by explaining the opportunity in layman's terms. Through your personal examples you demonstrated how to make these new tools work for the business people in the room. And you led us to the action 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



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

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.

HORNER & ASSOCIATES, LLC
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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.

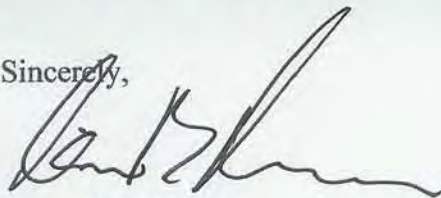
Based on extremely positive member response, it is clear that our members and guests very much enjoyed your presentation and got tremendous value from it.

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 stylized, flowing script.

Steven M. Horner
Founder, Delaware Valley Consultants

SHRM

Philadelphia
Regional Chapter

PO Box 1302
Cherry Hill, NJ 08034
215.735.5220
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!

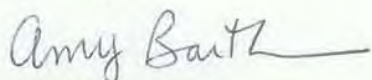
After seeing you speak at a previous association event, I knew your content was terrific. But only in working with you, through some scheduling and logistics challenges, did I realize what a "pro" you really are. Thanks for being so flexible, understanding, and generous throughout our collaboration.

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



Counseling & Stress Management P.C.

Dear David,

I'm writing you this letter to let you know how much your recent marketing workshop meant to me. I have owned and operated my own counseling service for 30 years and have been to various marketing workshops over the years. At one time, I hired a business coach who met with me for a few months to help me improve my marketing, but on none of these occasions have I learned as much practical information that really "clicked with me" and gave me as clear a sense of direction as what I received from you yesterday, at the conference. Your presentation was easy for me to follow and most importantly, easy to apply to my own situation. When I left the training yesterday, I had a clear vision of the specific changes I needed to make and a very clear picture of the direction I needed to go to succeed in my marketing goals.

Secondly, I want to express my appreciation to you for the way you humbly and transparently gave of yourself to us. We weren't a big group or a prestigious conference and yet you gave us your very best and your passion impacted each of us. You clearly care about people and love what you do. Thank you for making an impact on my life and my future career.

Sincerely,

A handwritten signature in dark ink, appearing to read "James W. Ramsey", written over a horizontal line.

James W. Ramsey M.A., M. Div.
Director, Aletheia Counseling Service
Pastor, Calvary Community Church

Wyeth Pharmaceuticals



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

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

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—Marshall Goldsmith, author of *The New York Times* bestsellers *MOJO* and *What Got You Here Won't Get You There*

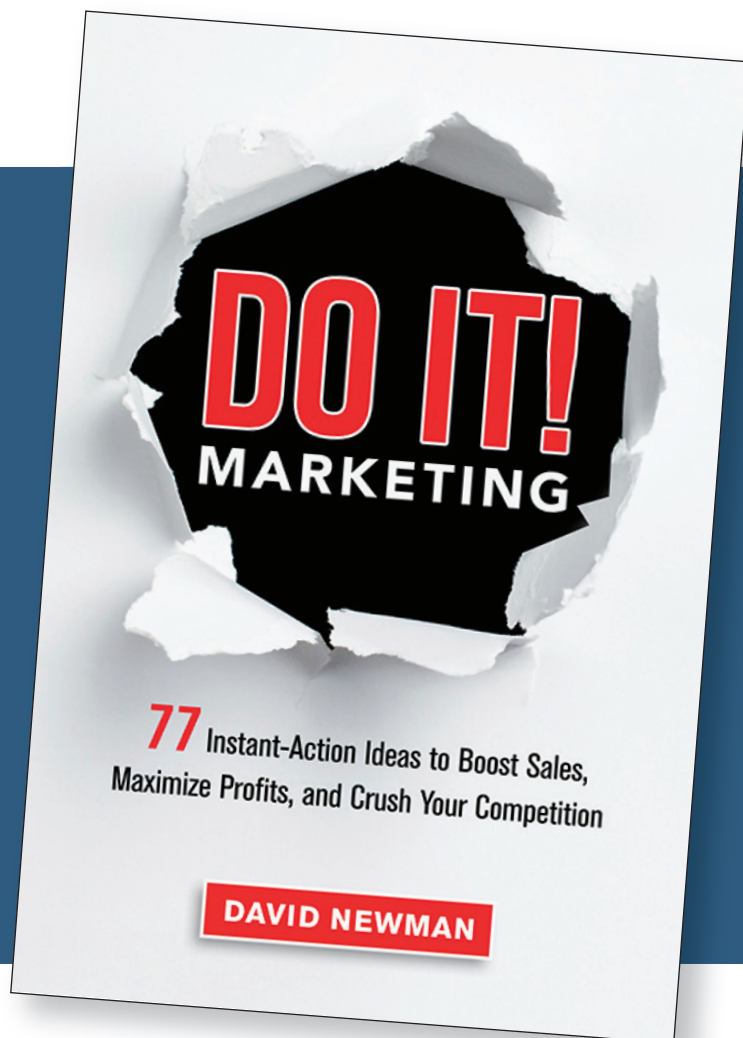
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About the Author

DAVID NEWMAN is an acclaimed marketing expert, popular speaker, and founder of Do It! Marketing, whose clients range from small and solo business owners to Fortune 500 companies, including IBM, Comcast, Microsoft, Accenture, and American Express. His expertise has been featured in major media including *The New York Times*, *The Wall Street Journal*, *Selling Power*, *Entrepreneur*, *Investor's Business Daily*, and *Fast Company*. He lives in Philadelphia.

Connect with David Newman:

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David.Newman.Marketing.Speaker

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website: www.doitmarketing.com

As a business owner or solopreneur, you have your hands full. With precious little time in your day—and so many new ways to reach prospects—it's hard to even know where to start when it comes to marketing your products and services. Social media? Email? Blogs? Video? Search engine optimization?

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