



May 4, 2009

Dear John,

Thank you – and Elena – for your outstanding presentation to the Professional Insurance Communicators of America, Inc. on April 27, 2009, in Austin, Texas.

From your first contact with me, I could tell that you took PICA's requirements seriously. The smart questions you asked to help identify our audience and needs were effective. As we discussed content for the workshop, you understood that our attendees would arrive with all different levels of experience in branding. You did a fantastic job of presenting your content in a way that appealed to all degrees of brand knowledge.

Your illustrations of the branding process were extremely helpful, as you used specific examples that our workshop attendees could relate to and remember. I think that each of us left the workshop feeling personally charged with going back to our companies' headquarters and evaluate how our brands are working...or not working!

I haven't received all of the workshop evaluations yet, but you and Elena should know that your presentation received nearly all **excellent** ratings. With comments like, "very articulate and knowledgeable," "valuable," and "informative, "I can assure you that you've impressed this group...not always an easy task!

Your session lent a lot of credibility to our workshop and for that I am thankful. Hosting a speaker of your caliber and experience is truly beneficial as we work to retain attendees and members as well as gain new ones.

Thank you for contributing to the success of our workshop...I truly hope that we'll have the opportunity to work together again in the future.

Sincerely,

Kirsten

Kirsten I. Amspaugh
Chairperson
PICA, Inc.