



RE: Speech – November 11, 2009

Dear Steve:

The International Foundation of Employee Benefit Plans has been holding its Annual Employee Benefits Conference for 55 years. By our estimation and that of our members through their evaluations, you rank at the top! I have never seen a standing ovation like you received at the conclusion of your talk from a 'conference-seasoned' audience like ours. Kudos to you and many, many thanks.

Here's a sampling of some of the 1,400 responses we received:

"Phenomenal! Great finale! Very motivating--a refresher reminding us how important everything we do is. Thank you very much! Very funny!"

"Worth staying extra day for!"

"Absolutely motivating and inspirational!"

"I'm heading home to make a difference! Thank you."

"Kept my attention from beginning to end."

"Best ever—we all need to laugh out loud with passion, purpose and pride. Thanks for the gift!"

"What a privilege to hear Steve speak. Many thanks to the Foundation."

And finally, probably the most meaningful testimonial for you: *"Great message! Interested in passing information to my organization – California School Employees Association regarding booking him for our Annual Conference."*

Under separate cover, please expect to receive the pictures that were taken by our photographer and a DVD of your talk.

I hope our paths cross again.

Cathy K. Zacher, CEBS
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CKZ/srm

