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Jeff Conley
The Jeff Conley Corporation
2115 Hampton
Carrollton, Texas 75006

Dear Jeff:

You made a difference! You were the hit of our three day conference! That's the best way I can express to you the impact that you and your message had on our sales management team in July. While I could certainly tell you how I personally felt about your presentation (which was, "Wow! You really did speak to their heads and their hearts and in a humorous but meaningful way), I thought it would be more powerful for you to hear what the actual participants of the conference said about you.

The following comments were taken verbatim from the evaluation form that read, "What did you like best about the conference?"

- ◆ "Jeff Conley and his talk "Kamikaze Pilots Don't Wear Parachutes" was great! Very motivational and got me really thinking."
- ◆ "Jeff Conley was outstanding. His discussions about commitment/heart were great!"
- ◆ "Jeff Conley's presentation was topical and inspirational. We will attempt to use his principles with staff back at our health plan."
- ◆ "Mr. Conley was energizing, thought provoking, and short enough to keep your attention the entire time."
- ◆ "Jeff Conley: the area of passion and commitment being instilled in your people will drive outcomes."

In addition, on the quantitative section of the evaluation form you scored the highest of any of our speakers at the conference with a score of 4.9 out of a possible 5 (attendees were asked to score based on the statement, "the information presented was valuable, relevant and engaging").

Jeff, I am the chief organizer and decision-maker on over seven large conferences per year for UnitedHealthcare. We rarely spend money on motivational speakers and when we do, I have extremely high expectations of the presenter and his/her message. I can honestly say that you exceeded my expectations and truly had an impact on the audience.

You are a true professional and I would be pleased to be a reference for you anytime. Thanks again.

Sincerely,

Cheryl T. Higgins
Vice President
Corporate Sales Training & Development

CC: Matt Barnett, Sports Marketing & Entertainment, Inc.