

February 5, 2005


This is to let you know how pleased we were with Vince Poscente's presentation at our European wide Sales, Marketing and Finance Forum. Vince arrived several days early and copiously tailored his remarks to address the particular challenges of our business. He spent time with me, our regional president and with many of the attendees to better understand the issues we face and the messages we wanted to convey to the audience.

His message of aligning the organization behind his 5 Cs, reinforced by experiences from his own life, were powerful and moving for the audience. Vince presents with a great deal of passion, leavened with a wry sense of humor that had our folks enrapt - laughing and nodding along. Since the Forum, some of Vince's principles and words have shown up in conversation and e-mail, a sure sign that people had internalized the messages and were building upon them.

He is engaging as a speaker and I would highly recommend Vince for any organization seeking to spark a dialogue about change and improvement and action.

Thanks again for a very productive and successful meeting.

Regards



Christopher Bauder
Managing Director - Marketing
Europe, Africa, Near East