



2 February 2015

To Whom It May Concern;

If you are considering hiring Katie Dilse to be a part of your next event: do it. You will not regret it. I recently hired Katie to speak at an all-employee meeting for 600 people and to a smaller group of 40 people. She mastered both groups, making the large group feel as intimate and special as the small group.

Katie brought a laser like focus to our events. She researched our company, product and most importantly, our employees. She wanted to know every detail about the audience so that her message would have impact, and it worked! Her stories made people laugh at the same time as they weaved a message that struck deep and true.

In all honestly, I was a little bit nervous that Katie's enthusiasm and energy would turn off some of our employees, as our crowd is not used to that. I needn't have worried; she knew exactly how to include a technical expertise and detail that gained her credibility. Hearing from a speaker that was passionate and grateful for the work we do caught, and kept, the audience's attention. Her pre-work and research paid off and the audience was with her for the entire journey.

Katie took her job, to empower our employees, very seriously. She knew why, as a farmer and customer, she was the best person to deliver this message. She was authentic through and through. Katie spent time before the event talking to individuals and hearing about their work and thanking them for everything they do. She followed up afterwards to continue to say "your work is important." As the event planner, I really enjoyed working with Katie. Our conversations were fun and engaging. It made me look forward to our event and sharing her enthusiasm with our group. After all of our prep-work, I knew that I could trust that everything would go well. She was extremely professional and easy to work with. It was truly a joy to prepare for this event.

I sincerely hope that you will hire Katie to speak at your event. You will feel the impact.

Sincerely,

Kasey Kelly
Communications Coordinator
John Deere Harvester Works