

November 1, 2017

Katie,

Please let me add my voice to those who have recommended you as a keynote speaker for their meetings and conventions. All those present at the 2017 SSA convention in Albuquerque were delighted to hear your enthusiastic presentation.

It's true, what everyone says about your personal enthusiasm. What a way to start our convention! If anyone was sleepy when they entered the room, you certainly woke them up. But I want to go beyond all the comments about your energy level and charisma.

One of the things I appreciated most was the way you took the time prior to our event to contact many of our members. You not only learned about our business, you learned about some of the trials and challenges that our members face as entrepreneurs trying to build and run a business in these challenging times. By the time you got to Albuquerque, it was as though you already knew us. This made your presentation especially personal and meaningful.

I'm also delighted that we invited the spouses, guests and family members who were attending our convention to be present for your talk. It wasn't just about business, it was about life. I would recommend this approach to everyone who invites you to speak at one of their events in the future.

Thanks again for an excellent job.

Sincerely,



Craig S. Fry
Executive Director
Service Specialists Association