



May 15, 2007

To Whom It May Concern:

Occasionally, in very rare situations, life creates opportunities that enrich you, both personally and professionally. Recently, just such a situation arose for me. In late February, I was fortunate to attend a convention where Bo Eason was a featured speaker. Now, while I remember Bo as the Free Safety of the Houston Oilers, I was completely unprepared for what I was about to witness. While I expected another "ex-jock" to tell us of his glory days, I was drawn into a compelling story about commitment to excellence, achievement against overwhelming odds, and perseverance over personal adversity, told by a gifted and talented orator. That gifted orator was Bo Eason. His life story, told via the backdrop of football, is not a football story. It is a chronicle of the effort, time and commitment necessary to achieve a dream. Any dream. Bo's story translates into any environment where sacrifice is a requirement for success.

Later, as I came to know Bo and his family on a personal level, I discovered that he was as special personally as he was professionally. Bo would tell you that he is not superhuman. He is simply a person willing to do what others would not do in order to achieve his goals. He had and still has a plan, and through his presentation, he draws you into that plan, and you become part of his plan, and as a result, you participate in the success of his plan. In my mind, that makes him super human.

Our firm conducts an annual conference, where we invite one special guest to give a dinner presentation to our managers. Upon hearing Bo's presentation, on short notice, we changed direction and asked Bo to speak. If possible, he was even better. After an hour presentation, and thirty minutes of questions, we had to halt the presentation, as it was already 10:00, and we had started at 7:30 that morning. He might STILL be on stage if we had not stopped the questions.

However, it did not end there. Bo stayed around that evening, attended the conference the next morning, and made himself available for any who wanted a moment of his time, or simply to have a picture taken with him.

Again, the story does not end there. Two days later, Bo conducted a slightly modified version of his presentation for 600 6<sup>th</sup> graders, a presentation that he graciously volunteered to conduct. His story was just as relevant for them as it was for 200 adults.

In my career, I have been fortunate to meet and hear numerous presenters. Many were outstanding. However, I have never seen a presenter capture their audience like Bo. If you are fortunate to have the opportunity to see Bo, don't let it pass. If you are planning a conference, and are looking for someone to inspire your attendees, look no further than Bo Eason. Commitment to an ideal is his message, and your audience will get that message.

I am honored to call him friend.

Bill Propper  
President  
3 Mark Financial, Inc.