



April 4, 2007

Vinnie Sestito  
Vice President and Executive Producer  
Strategic Events International

Dear Vinnie:

A million thanks for all of your help in making our Maui Convention our Company's 100 year Anniversary, our most memorable program ever! We could not have done it without you.

Bo Eason, our opening day keynote speaker, was simply brilliant! His presentation/performance of "Runt of the Litter" was spectacular. It was unique, riveting and tremendously powerful. From his first sentence he grabbed our group and held them on the edge of their chairs until the very end. His message is not only one of determination, persistence and success but more importantly one of humanity and brotherhood. His message not only had a powerful impact on our top producers but equally impacted their spouses and children, as well. It is a message that strikes a cord with all ages, as well as sports fans and non-sport fans alike. The power and energy of Bo on stage transcends to the audience. It is an amazing experience that leaves you wanting more.

Bo's willingness to spend a few extra days with our group, further reinforced his message. We have had several great speakers over the years but Bo was our best yet. He received the highest rating from the group and we have already had several requests to have Bo back.

This was a Super Bowl performance by Bo. He was simply the best and far exceeded our extremely high expectations for our "100 Years of Excellence" celebration. His performance defined excellence!

We look forward to working with him again in the future. I would be more than happy to share our success story with anyone who's interested in having Bo speak at their event.

Most Sincerely,

Paul C. Eder  
Vice President, Meetings & Incentives