

October 6, 2008

Keynote Speakers

Speaker: Mr. Tim Sanders CC: Sue Rouquette
2479 East Bayshore Road
Suite 801
Palo Alto, CA 94303

Dear Mr. Sanders,

I would like to personally thank you for sharing your time and knowledge as a speaker at the IDEA E-Biz Forum 2008. Your session "Be an Innovator: Integrate Quality throughout Your Organization" was informative and extremely motivating. You did an outstanding job educating our audience on how they can make a difference and see maximum results at work. I would also like to thank you for sending copies of your book, *Saving the World at Work*. It is a great resource for our attendees to use throughout their career.

IDEA is so grateful for your support of an event that has become an incredible opportunity for our industry to communicate, collaborate, and learn about the newest business trends shaping the future of eCommerce. You will soon be able to view event presentations and photos on the Forum site (www.idea-ebizforum.com).

We are sincerely appreciative of your support and friendship. Success would not have been possible without your contributions!

Sincerely,



Robert E. Gaylord
President & CEO
IDEA
(703) 562-4634

Tim —

You were such a great talker about session of the forum! What an insightful, relevant, engaging and motivating discussion!! And it worked as folks around here now trying to save paper and making a difference ... and we know it is the leaders added that make a difference --- not only the behavioral change leading to attitude change and influencing, therefore leading others to do likewise. We are in your debt!