



March 2, 2009

To Whom It May Concern,

Destination Colorado had the pleasure of using Dr. Brad Nieder, M.D. at one of our recent monthly membership meetings. We are an association of more than 100 meeting venues and services across the entire state and promote to meeting planners across the nation to bring groups to Colorado.

Similar to almost all industries today, tourism is facing a number of challenges due to the current economic climate in our nation. Many of our tourism employees are facing increased hours, a reduction in business and an obvious increase in job and personal-related stress in their lives. Dr. Brad was asked to address the current economic climate and stress reduction through daily, healthy humor.

This speaking engagement was very timely and productive. It provided all of our group sales managers in the audience some immediate and much needed comic relief. The session also offered a number of great tips for incorporating humor as part of an overall strategy to motivate peers, increase productivity and increase sales. In addition, Dr. Brad was very good at combining his overall message with some specific jargon and timely issues facing our particular industry today.

Needless to say, there was robust laughter throughout the session, and Destination Colorado received a number of great comments on Dr. Brad and his presentation and delivery.

Regardless of the industry or audience, today's is a universally stressful atmosphere both personally and professionally. Destination Colorado highly recommends Dr. Brad Nieder to entertain, reduce immediate stress levels, and provide helpful stress-reducing tips for any workplace environment.

Destination Colorado Board of Directors