



Excellence in Service — The Professional Approach to Housing Management

Dr. Jeff Salz
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Dear Jeff:

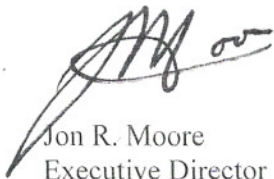
We have just concluded another tremendously successful Professional Development Seminar. Our program this year was the most ambitious we have put together as we sought to increase the number of learning experiences available to our members. A key consideration at our annual seminars is always the keynote speaker because that presentation "sets the tone" for the remainder of the seminar. The tone was great this year!

You could not have been better for our group! You'll recall my mentioning that last year our keynote speaker was Colin Powell – a tough act to follow, as most will agree. General Powell was great. He commanded appreciation and respect because of who he is, and his extraordinary talent as a public speaker. But, Jeff, you took no "back seat". You "did your homework" and your message was relevant. You said all the right things and did a great job of integrating our "buzz words" and issues into your message. An infectiously enthusiastic speaker, you kept the audience pumped up for an hour and a quarter that seemed to race by. Both the PHMA staff and the membership felt that your speaking skills are as good as anyone "on the market."

Our members recognize the need to stay current with business trends relating to the housing industry, and also the importance of developing an effective, energizing approach to dealing with people, handling change, and reaching for the future. The audience could relate to the spirit of adventure you suggested because, in their own way, they too are facing new adventures and being asked to enter uncharted areas of their profession.

On behalf of all the members of the Professional Housing Management Association, please accept my sincerest thanks for your valuable contribution to Professional Development Seminar XIII.

Sincerely,



Jon R. Moore
Executive Director