

If you walk what you talk.....



people listen!

Att: Neal Petersen
From: Leslie Benway - IBM Worldwide Events

Neal and Darlene:

It is rare that I am asked by my senior management at IBM to immediately hire a keynote speaker when he is barely off the stage to give another keynote speech the following week - but that is in fact what happened with you Neal. And I want to take this opportunity to thank you not only for the extraordinary presentation you gave in San Diego but for the follow up presentation you gave in Barcelona with virtually no prep time as well.

While not all the ratings are formalized by our research company - I can tell you that you generated some of the highest ratings and most positive feedback I have seen in many years of running events in this division.

I was particularly impressed with the amount of time you put into your presentation to customize it to the audience and make your points valid within their line of business and the context of the attendees overall job scope. As any event person can tell you we always go into show day with a great deal of trepidation with any outside keynote we hire - particularly with a sales audience who can be one of the most skeptical audiences I have - but I truly was in awe of the spirit you drove into the audience and how you made your own journey so very relevant to every person in both locations. You were nothing short of a genius by utilizing our event theme and messaging within the context of your presentation and it was exactly what we needed to reinforce our theme. I particularly admire this given that you spoke to over thirteen thousand attendees ranging from America to Canada to Europe to Latin America to Asia Pacific - the feedback across all the geographies was equally compelling - which is again unusual given that the backgrounds of the attendees are in fact so varied.

When we first discussed your selling and autographing your books in our solution center - I anticipated a good turnout but happened was absolutely extraordinary and a testament to the success you received at this event. I don't know what the total number is that you sold but I can tell you our security team advised me that we had to shut it down with well over 200 people still in line after your inventory ran out which I believe was well over a thousand books. That is just a record at our events - even with some famous athletes we have used in the past.

So in closing Neal I owe you a great deal of gratitude - you truly provided the inspiration and motivation for this team that I was looking for externally and the success of this presentation has been heard throughout the IBM Corporation.

I look forward to working together again in the near future - and expect you will be hearing from other IBM divisions shortly as well.

Thank you for your professionalism and commitment throughout this project.
You are also an inspiration to work with!

Leslie Benway
IBM - Worldwide Events

"Neal's presentation was a totally charged and captivating experience. Motivating and inspiring as well as thoroughly entertaining, he draws his audience to him with personal real life adventure experiences mesmerizing them to the end. So much so that he received an immediate and full standing ovation. Neal challenged my employees to realign their thought patterns in a way that would ultimately better their quality of life. The positive response I received and continue to receive from my employees is extremely gratifying and exciting. Filled with adventure, knowledge and wisdom, Neal Petersen has a message for all who are given the opportunity to listen and that message is profound." Michael H. McBride, President/CEO, Health Management Resources, Inc.

"For two hours Neal presented his amazing story that captured everyone's attention. His simple message of No Barriers – Just Solutions is now a guiding theme for our company." Bill Williamson, Director of Operations, Health Management Resources, Inc.

"Your presentation, "No Barriers, at our Beyond Excellence Conference in Bermuda was a highlight of the program. You started the upward momentum at our opening general session." Susan Ditzel, ERA Franchise Systems, December 2002

"I thoroughly enjoyed your presentation at Springmaid last week! You were the highlight of the week for our group! You were so inspirational both personally and professionally. Thank you for your profound message!" Vanessa Shalosky, Department of Health & Human Services, Myrtle Beach, SC, February 2002

"Our staff used such phrases, as "He was great"...."He was absolutely wonderful".... "Do you think we can use him again?" when telling me what they thought of your presentation. I believe our staff learned that there are creative solutions that will help our organization survive future changes and growth." Vanessa Busbee, Department of Health & Human Services, Columbia, November 2001

"Taking the time to be with us during our team building exercise impressed everyone. Later that evening, you so skillfully weaved our everyday frustrations, fears and successes into your life story. It had such a meaningful impact on all in attendance. What a gift you have!" Harry Simmerman, State Manager, Wachovia Investments

"It's never too late to look back on an event that was remarkable in message, meaningful in substance and overwhelmingly more than one expected. Such was the evening back in February when the Hansborough Conservancy invited Neal Petersen, the first black man to race solo around the world to speak in Harlem," Hazel Smith told the New York Beacon

"The feedback and comments from our attendees was tremendous – many said that you were the best speaker they had ever heard." Jon Van Allsburg, Rotary Conference, Michigan

"The inspirational message Neal conveyed made a visible impact on the sailors fundraising efforts for the Leukemia Society research. The income raised increased from \$13,000 in 1998 to \$56,000 in 1999. This dramatic increase was obviously due in part by Neal's powerful story of personal achievements." Beth Coffey, Leukemia Society, Georgia

"I highly endorse Neal's ability to deliver a strong and powerful message to any audience. He has been a tremendous help in the development and strength of our management team." Christopher Gauss, Managing Director, Prudential

"If the entire group left this presentation and will remember Mr. Petersen's words, they too will experience success in life." Eddie Stokes, Jr., President, Stokes Automobiles