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October 25, 2005

Chip Eichelberger
Get Switched On!
745 Bowman Bend Road
Harriman, TN 37748

Chip:

Thank you very much for your keynote speech at the 2005 ABA Marketing Conference. As you can see from the enclosed session evaluation, your session was highly rated. This was the perfect way to jump start the conference. Your energy and enthusiasm inspired attendees to ACT rather than waste time talking.

In addition to the speech, I would also like to thank you for your involvement in the planning process from beginning to end. My conference board members appreciated your willingness to join us for a few conference calls to get a good understanding of the audience and "what keeps them up at night." This was definitely NOT a stand and present session, only complemented by your willingness to learn issues banker marketers face.

I have enclosed a copy of the evaluation, along with my business card. Please don't hesitate to have prospective clients contact me for a reference.

Sincerely,

A handwritten signature in blue ink that reads "John P. Capotosto".

John Capotosto
Senior Program Manager