

American Society of Perfumers

Dear Jack,

The American Society of Perfumers would like to thank you for taking the time to speak at our annual symposium. We are extremely happy with the turn out and success of our event, which could not have been any better without you.

Your speech was truly inspirational to our group. The fragrance industry is very competitive and some fragrances have become as you said "me to". I am encouraged that the information our members gained during your lecture will help them make their fragrances stand out! Better than the best, love their product!

We hope that you will enlighten us again with your wonderful knowledge and personality! You truly shine!

Sincerely,

Angela Kohut
Secretary
American Society of Perfumers



May 3, 2005

Mr. Jack Sims
Brand to the Bone
P.O. Box 694800
Miami, FL 33269

Dear Jack:

I want to thank you for the wonderful key note address as well as the break out session you hosted during our annual conference. All of the feedback we received from the attendees was extremely positive.

It is refreshing to have a speaker who understands what small business owners go through and from a sales training standpoint, I absolutely love the idea of creating a personal brand in the market place! It is true that 90% of the purchase a customer makes is the sales person and 10% is the product and I think that most sales people understand that statement to a degree; however they don't go to the next level and create their own personal brand in the market place! Your advice to the sales people in our Association was priceless and will enable them to get a jump on their competition!

It was a pleasure working with you and I am forwarding your contact information along with a high recommendation to the American Staffing Association, Snelling Personnel Services Corporate Offices as well as to the National Association of Personnel Services.

I wish you continued success in your speaking endeavors and I hope we are able to work together again.

Sincerely,

Maura C. Ryan-Kaiser
Michigan Association of Staffing Services
Training and Education Director

Automotive Body Parts Association

From: Stan Rodman [mailto:sarodman@autobpa.com]

To: Jack Sims

Subject: Jack Sims at APBA Conference

Dear Jack:

I just wanted you to know that those with whom I spoke after the meeting said that you were a font of useful information and knowledge and that we robbed them because we made you hurry through your talk in order to get the more salient points across.

I explained that while this may be true, taking into account the fact that you are among the more high class speakers we have retained, that we could ill afford the full treatment and that they should be grateful for the fact we brought you into our meeting. Funny how reasonable small business people can be when situations are explained in terms of economics. Which brings me to another point. For the money we spent, yours was truly a most worthwhile investment. All motivational and outside speakers at conventions are forms of investments and some pay much higher dividends than others, depending upon their subject, the intensity of interest of the audience and the peculiar nature of an industry's current business climate. Thus, you were able to strike it right with your talk on branding for it is our smallest members who are having the most trouble maintaining market share when pitted against the more aggressive and larger firms in our marketplace.

That we were able to accomplish all of this with one speaker was a real plus and we--all of us--are that much further ahead for having retained your services and good counsel.

The only downside of your appearance is that with your background and accent, you were a constant reminder that the European Ryder Cup Team was poised to kick the stuffings out of our overblown athletes on the links. But, hey, even this served as a reminder that one does not need to be highly rated to become a most effective member of a team. . .or an industry.

In all, Jack, yours was a masterful display of knowledge, wit and stage presence which I believe served well--very well--our entire audience.

FOR THE CONVENTION COMMITTEE

STAN RODMAN

Executive Director, ABPA

Executive Women's Golf Association

Mr. Jack Sims
Brand to the Bone
PO Box 694800
Miami, FL 33269

**Re: Executive Women's Golf Association's (EWGA) Annual Conference
Leadership Luncheon Keynote Speaker**

Dear Jack:

It was a pleasure to have you as our keynote speaker during our Annual Conference at the Leadership Luncheon. As a volunteer based Association, our leaders were excited to hear about the valuable lessons you shared on branding. It not only had relevance to their Executive Women's Golf Association leadership roles in building their local Chapters, it had applications in their own professional lives.

You were able to successfully parlay your message to a professional women's organization. Our leaders enjoyed your presentation immensely – your points were relevant, topical and timely. Plus, your presentation style epitomizes your passion for your topic! And as an Association, being passionate about the organization permeates throughout.

We had a wonderful experience working with you – you were amiable and a pleasure to work with. Best of luck to you and thank you for sharing your knowledge with our Association. Please stay in touch.

Best regards,

Pamela Swensen
Vice President, Sales and Marketing
Executive Women's Golf Association



SOUTHERN CALIFORNIA CHAPTER

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Los Angeles, CA 90021
Telephone (213) 629-4247

Mr. Jack Sims
Brand to the Bone
P.O. Box 694800
Miami, FL 33269

**RE: Meeting Professionals International Southern California Chapter (MPISCC)
Speaking Engagement**

Dear Jack:

What a pleasure it was having you as our MPISCC guest speaker today. Our members and guests enjoyed your presentation tremendously, and there was so much valuable "take away" information for our meeting professionals. And, imagine, a speaker who is funny, witty, and knowledgeable and delivers on the program's objectives!

I must say, you were probably the easiest, most flexible, agreeable, dedicated and patient speaker I have EVER worked with! You were so responsive to my requests it just made working with you so delightful, and non-stressful.

I think Marc Reede of Nationwide Speakers Bureau has found a talented speaker to promote on the speaking circuit.

Best of luck to you, and again, thank you for everything. Please stay in touch.

Best regards,

Darlene Evans, CMP, CMM
MPISCC Vice President Education and
Executive Committee Member

President and Chief Interaction Officer
TEAM - TECHNOLOGY EVENTS AND MEETINGS
Bringing together Technology, People and Ideas
Phone: (818) 889-5645
<http://www.teammeetings.com/>
Email: Darlene@TEAMmeetings.com
MPISCC "2001-2002 Planner of the Year"

cc: Marc Reede, Nationwide Speakers Bureau

MPI – New England Chapter

Jack: We are all extremely appreciative of the wonderful job that you did during last week's MPI/NE event: the reviews have been outstanding.

Again, Jack: Thank you for your presentation!

Warm Regards,

Wes

Wesley E. Harrington, CAE
Executive Director
Meeting Professionals International / New England Chapter



TO: Jack Sims, Brand to the Bone

RE: Presentation for the Members of the Sunglass Association of America

We would like to thank you for making the presentation "Branding your Business" during our Annual Meeting that took place in San Diego, California, September, 2005.

The feedback from your presentation was very positive and in fact several felt that we should have allotted much more time to it! Comments from our attendee evaluation forms included such comments as "good, useful, gave me some ideas"; "awesome"; "right on brand building speaker"; and finally "well done".

And well done it was. Thanks also for the thoughtful forethought and preparation you put into making the presentation tailored for our particular audience/industry.

Best wishes for a Healthy and Prosperous Year,

Swea Nightingale, CAE
Executive Director
Sunglass Association of America



WASHINGTON STATE CHAPTER

DEFINING THE POWER OF MEETINGSSM

Mr. Jack Sims
Brand to the Bone
P.O. Box 694800
Miami, FL 33269

Dear Jack,

This letter is to thank you for taking the time to come up to the Pacific Northwest and speak with us about the importance of branding and differentiating yourself from your competition. It was a very timely topic and the chapter gave us some very positive feedback about your presentation.

As the Director of Programs for the WSCMPI it is hard to find programs that will appeal to both planners and suppliers – and your program was perfect for that. In fact I daresay that 55 minutes was barely enough time, but at least it enabled our members to leave with some plans on what they can do to get on the branding wheel.

Another plus was our big turnout – about 20% more than we typically get to our monthly programs. That is great!

Jack I wish you the best of luck in your speaking career and am going to do what I can to get you into one of our education conferences so we can have you present without the time constraints of our monthly meetings.

Best Regards,

William Geach
Director of Programs
WSCMPI

Founded in 1972, Meeting Professionals International, **with nearly 20,000 members in 60 countries with 60 chapters and four chapters in formation**, is the leading global community committed to shaping and defining the future of the meeting and event industry. For more information, visit www.mpiweb.org.

The Washington State Chapter (WSCMPI), consists of over **300 members**. Its purpose is to serve the diverse needs of its membership by providing educational and leadership opportunities, promoting the development of business relationships, supporting industry partnerships and demonstrating commitment to excellence in meetings. For more information, visit www.wscmpi.org.



NATIONAL FRAME BUILDERS ASSOCIATION

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Dear Jack:

Thank you very much for your keynote presentation at the NFBA 2007 *Frame Building Expo*. Many of our attendees expressed their highest appreciation for your presentation. The fact that you tailored your comments specifically for our group was highly appreciated.

Additionally, your breakout session on branding was very valuable. Members of our board of directors were quite pleased with the information you gathered and presented. One of our strategic goals is to help our members market and grow their businesses so we may grow our industry, and you helped many in your standing-room-only sessions discover useful ways to do just that.

Thanks also for providing articles to help generate interest before the convention. We also appreciate your willingness to write another article per our request. With more than 23,000 on our subscription list, we're sure many people will get a lot out of your articles.

I really appreciated the fact that you were quite easy to work with throughout the months before our meeting, as well as during our meeting. I would highly recommend you to any construction-related trade association as a keynoter and seminar leader. Thanks for your help!

Sincerely,

John Fullerton
NFBA Vice President