



November 16, 2015

John Di Frances
John Di Frances & Associates, LLC
W339S4895 Meadow Lane, Suite 100
Dousman, WI 53118-9751

Dear Mr. Di Frances:

Your opening keynote address at the LeadingAge Wisconsin 2015 Fall Conference was nothing short of an injection of innovation for our association! Following your talk and the wonderfully practical tips and strategies you shared, we are beginning to pursue unprecedented journeys of innovation. Our Board of Directors, committees, task forces, members and staff all have taken to heart and assumed ownership of innovation for the association, and great and wonderful things are beginning to happen. Never before have so many been so inspired to make so much happen. And this is all a result of your willingness to step in to deliver this keynote address just one week before the presentation!

The incredible misfortune of the scheduled keynoter just one week before the conference could have spelled disaster for our fall conference, and I so deeply appreciate your jumping into action to pull together an outstanding keynote with so little time to spare. Your willingness to be flexible and accommodating our needs made you wonderful to work with, but more importantly, you scored a home run with our conference participants. Consider the following from our conference evaluations.

We asked:

- How do you rate the usefulness of the knowledge/skills you acquired? – 86 percent of the participants rated you as very good to excellent.
- How do you rate the instructor's knowledge of materials/topic? – 100 percent of the participants rated you as very good to excellent.
- How do you rate the instructor's presentation skills? – 85 percent of the participants rated you as very good to excellent.

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Here is a sampling of some of the comments we received about your keynote address from conference participants on their evaluation forms:

- A great message.
- I love his ideas.
- Great presenter.
- Inspiring to think creatively. I liked it.
- Great way to start the day
- Very good topic to press the listener to think outside the box.

With this level of success after only giving you one week to prepare for this presentation, I can't begin to imagine how you would have knocked our socks off if we had given you several months to prepare, as we typically do.

As the old adage goes, some things are meant to be. So it is with your stepping in at the last minute to be the opening keynoter for our 2015 Fall Conference.

Thank you so much John, for providing us a much needed and truly beneficial injection of innovation. Oh, The Thinks You Can Think. Indeed!

Sincerely,



Janice Mashak
Vice President of Member Services & Innovation