

Dear Chip,

All of us at New England Coffee would like to thank you for a wonderful keynote address at our 2008/9 Annual Sales Meeting. I cannot tell you how many people approached me after the conclusion of the meeting, to tell me that this was the best meeting they have ever attended. **This is undoubtedly because of the program you delivered to the team.**

Everyone was able to walk away with something from their own life that they could take action upon immediately, which is rarely the case with keynote speeches. Your ability to deliver your message and bring in facts about our business really made your words hit home for our group. The enthusiasm and passion with which you spoke energized our team and made them sit at the front of their chairs, waiting for more. Most importantly, you engaged the group with your Get Switched on worksheet. This created a situation where people did not just sit passively and listen, but rather, they became fully engaged in the exercise by writing down the critical pieces of your message on paper.

What took an excellent keynote over the top for everyone was the board-break exercise. You could feel the tension and self-doubt in the room when you explained that people would be breaking a board with the palm of their hand! Your ability to coach people through the exercise and then have one of our most timid team members successfully break the board brought a roaring applause from the team. This was truly an experience that no attendee will forget, and to ensure that, we each have our broken board proudly displayed in our workspaces. If company leadership is looking for a memorable way to energize their team and deepen their relationships, then the Get Switched On keynote is the program for them.

From the entire New England Coffee Company family, we wish to extend our gratitude for helping us to **Get Switched On!**

Sincerely,

James B. Kaloyanides

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