



Doug Nelson  
Doug Nielsen Communications  
P.O. Box 150526  
Ogden, UT 84415

Dear Doug,

Just wanted to thank you so much for the most memorable presentation I have ever been involved in. I always like to think of myself a positive and caring person but I realized I had lost a lot of my enthusiasm for my job in the last 6 years. Your presentation made me realize I needed to take back the helm of my life and create the enthusiastic environment people enjoy working in.

I have a team of 8 field reps and I thought I was a pretty good manager. I realized there were several things I could do to make my team feel more important. It is very difficult to create excitement over the phone with field reps. I have implemented several ideas to create more of an individual caring relationship with each one of them. I sincerely believe if you know someone cares about you, you will go above and beyond for them. I have created call in days for each of my reps. I begin with personal questions about their family and activities. I then reciprocate back and tell them a bit about my family and what is happening in my life, I want them to know how much I appreciate them and consider them not only an employee but a friend. We then move on to business at hand. This small phone call has done amazing things with my team. We also have a bi-monthly CC that we attend as a team. It is definitely a team builder!

Because of your presentation I have several new ideas I am going to implement with my team to create a more positive working environment. Thanks for helping me to take back the helm!

Best wishes,

A handwritten signature in blue ink that reads "Wendy Wilson".

Wendy Wilson  
Canon Account Executive  
MarketStar Corporation

2475 Washington Blvd  
Ogden UT 84401  
[www.marketstar.com](http://www.marketstar.com)

p 801.393.1155  
f 801.393.4115