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March 23, 2011

To: Naperville Speakers Bureau

Re. : Advicoach Presentation by Rich Becker

To the members of the Naperville Speakers Bureau,

I am writing you with feedback on the Advicoach Seminar presented by Rich Becker at the Glen Ellyn Public Library February 15, 2011.

I found Rich to be a confident and engaging speaker, able to hold the interest of the audience with his words, and not be dependent on the PowerPoint, the latter which he used as an enhancement and not a crutch like with some presenters. In the presentation he demonstrated Advicoach's highly organized system for helping small business owners become organized and look at the facets one must explore to develop and maintain a successful business. He organized and presented a topic that your audience will find very useful.

Rich personalized the presentation by providing illustrations from his own life, including his jet refueling tasks with the Air Force and how he and his team streamlined the process and achieved significant efficiencies in the operation. He also gave additional post-service illustrations of his successes in production industries to establish further credibility.

It was the combination of a well organized plan and his past accomplishments that convinced me to become a client. Much of the Advicoach program appears to follow Michael Gerber's E-Myth concept, a proven system to energize any small business.

Rich will provide your event with a keynote feature certain to attract the audience you are looking to attract.

Sincerely yours,
berneche- architecture, pc



Timothy C. Berneche, NCARB
Principal! Architect
tcb/me

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