



September 15, 2006

Dear Cliff:

Your program *“The Promotional Products Apprentice: Transitioning to a Promotional Consultant”* is one of the best the Northwest Promotional Marketing Association (NWPMA) has delivered to its members.

Our theme for Professional Development was *“Kick’n It Up a Notch”* and your presentation lived up to that! We have received only positive comments from participants. But it hasn’t stopped there. As people are taking what they learned and implementing it into their sales and presentations, I am hearing from others that now wished they had attended.

From my prospective, I appreciate the time and effort you put into the program to make it unique to NWPMA. From the preplanning of the activities, to taking the time to interview a local company for a “real world” case study, and making arrangements to have the final presentation presented to the actual client, your dedication and commitment to making sure we had a great program made this an incredible learning opportunity for NWPMA Members.

Following are some of the comments I have received:

“Cliff is inspirational in his challenge to us to step out of the norm and transform our industry and our businesses through developing more creative and professional approaches and responses to our clients.” Scott Larson, Great Promotions!

“Cliff Quicksell's presentation was relevant. He's been there, done that, and he offered real life case studies.

Moving forward, I will create a list of questions to ask the client each time we sit down to plan an event.” Mary Remoaldo, Image Source, Inc.

“I had four sales reps there and they all had different key things they got from the session. I would encourage everyone to attend. It is a great way to move yourself to become more of a Professional Marketing Consultants.” Stacy Garrett, Garrett Marketing Solutions

This is one of the best programs we have done at NWPMA. On behalf of the Membership and the Professional Development Committee – Thank You for a great program.

Sincerely,

Daniel Singley
NWPMA Professional Development Chair