



Friday, April 15, 2011

Don,

I just wanted to drop you a note of thanks. After seeing you last summer at another industry event, I knew we wanted to hire you to speak to our entire audience of IT Value Added Resellers and you hit a home run with them last year. Based on your terrific scores on our survey from last year, it made sense to bring you back to do something different and help our resellers in a more detailed way.

Little did I know your breakout session would be even better than your general session keynote. The idea of branding is critical to every business and the ideas you shared around building our personal brands was so meaningful to me. Not only did I take the time to think about how I want to be branded personally, I learned what my members/resellers think of my own brand. I have never attended a breakout that taught me so much about myself, and how I can improve what others think of me as yours did. For that, I can't thank you enough.

While we haven't got the survey results yet from this conference, I am sure you will once again be one of the highest, if not THE highest rated thing we had at our event. While I used to write customers letters back in my retail days (It was rare back then), your comments on "Support US Postal Service" drove home, and I wanted to get this out to you right away!

You are truly an inspiration and I appreciate the time you spent with my customers, as well as myself.

Thank You,

A handwritten signature in black ink, appearing to read "Chris Phillips".

Chris Phillips  
SYNNEX Corporation  
Director - Channel Development