



## THOMSON REUTERS

Tom Pfeifer  
Sr. Vice President

610 Opperman Drive  
Eagan, MN 55123

651 687 4383  
Tom.Pfeifer@thomsonreuters.com

April 11, 2011

Mr. Don Yaeger  
413 N. Meridian Drive  
Tallahassee, FL 32301

Dear Don,

I wanted to write to express my sincere appreciation for the outstanding keynote address you delivered at our Annual Sales Meeting this year in Orlando. "What Makes the Great Ones Great" hit the mark with each attendee and put a resounding exclamation point on what was a very productive three days for my team. Thank you for what you provided us.

We always make it a point to survey our team members after our annual meeting to get their feedback on the overall experience as well as the particular breakout sessions we design. I think it is important to inform you that ***your speech was the highest rated portion of entire meeting and garnered the most positive commentary of all of the sessions.***

I feel compelled to share with you one anecdote: one of our sales professionals wrote me a letter after the meeting and stated "I so enjoyed our closing speaker, Don Yaeger...he was inspiring, engaging and genuine. I hope we have him back again soon."

As you and I have spoken, not only do I want to have you back again soon, I am working with my colleagues, including Steve Swansson, in an attempt to help you share your message with other parts of our larger Thomson Reuters organization. I am confident in that becoming a reality.

Lastly, I appreciated our planning conversations ahead of the event where we had a chance to learn a bit about each other, along with you taking the time to sit down with me that morning and gain additional insight about our organization---that was a personal touch that showed in the final product.

I know we'll be in touch soon on where else you might be able to work with our team. In the interim I wish you safe travels and as Mr. Wooden would say "Be quick---but don't hurry."

Best regards,

Tom Pfeifer