



MEDICAL SOCIETY OF DELAWARE

Don Yaeger
413 North Meridian Street
Tallahassee, Florida 32301

July 15, 2009

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Dear Don:

On behalf of the Delaware Medical Group Management Association, I want to thank you for being the keynote speaker at our luncheon in Newark last month. Your down-to-earth, conversational presentation of 'What Makes the Great Ones Great,' along with the ability to weave that message into our conference themes and industry issues, truly inspired all in attendance.

The qualities you spoke of were from life lessons everyone there could take back home and to their workplace. Of particular interest to many of our attendees was the idea that the Great Ones taking winning and losing personally. After your speech, many attendees recounted why a particular aspect of their offices' results were "personal" to them. Others mentioned that your message on the importance of integrity to one's success really hit home. The medical community's foundation lies on trust and integrity, and while those are characteristics we always strive to practice, the reminder was much needed.

Again, thank you for helping our members understand that Greatness is something achievable for any man with the will and discipline to strive for it. Yours is a message none of us will soon forget.

Sincerely,

Lori Ann Rhoads
Manager, Medical Society of Delaware
President-Elect, Delaware Medical Group Management Association