



*Florida State University*



March 13, 2009

Don Yaeger  
413 North Meridian Street  
Tallahassee, FL 32301

Dear Don,

Thank you for the outstanding contribution you made to our 2009 Leadership Conference. As you were delivering your talk, it occurred to me that no one on the planet—except you—could be opening this window and providing such a unique view on how “good” gets to “great.”

It was a brilliant idea to cull together nuggets of wisdom, mined over many years through personal and professional association with the world’s most successful athletes, and blend them into an entertaining, enlightening and purposeful sixty minutes. Throughout the speech, I noticed participants enthusiastically taking notes—a sure sign lessons from Jordan, Payton, Dunn and Wooden would take root and grow into their lives and those with whom they associate.

After many years in the broadcasting business I am trained to think visually, so I am especially appreciative of the multi-media aspects of your presentation. Can you imagine? A renowned “print guy” who gets the visual thing! It was a magical blend of story and pictures.

I am grateful for your contribution to our Association, and for the many others who will benefit from hearing your remarkable program.

With kind regards,

Scott Atwell  
President and CEO