

*The Farmers Automobile Insurance Association*

*Pekin Insurance Company*



*Pekin Life Insurance Company*

*PAC, Inc.*

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December 4, 2007

To Whom It May Concern:

Don spoke at our annual managers meeting in November of 2007, and I was quite impressed with his presentation style. He was able to convey his message of inspiration covering the characteristics of greatness without much of the histrionics that tend to come about among other motivational speakers. His low key presentation reached out to our employees with the critical insights necessary for us to achieve quality leadership skills for our key management personnel. Due to technology problems on our part, Don was not able to use the video portion of his presentation, yet his words in place of the video were just as emotional and enlightening as any video clip. This fact alone explains his best-selling author status. From his humor on trash talking with MJ to his gut-wrenching experiences during his time spent with Walter Payton during the last few weeks of his life, Don got his message to us about the success of true champions and how we can adopt that type of culture in our organization.

One can tell if you got the right speaker for your group when the majority of people in attendance to this meeting came up to Don after his program and shook his hand and wanted to obtain more information by subscribing to his newsletter. Believe me, that has not happened with past speakers at similar events. Don is being asked to return to our company to provide a presentation to our most successful agents, which pretty much explains how happy we were with his program.

Sincerely,

Justin Hocker, SPHR  
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