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Endorsement for Don Yaeger

To My Professional Colleagues:

In today's world of communication overload, it's a rare voice that carries a message that inspires and motivates. Don Yaeger is that voice. His message encourages all of us to rise above challenges and achieve fulfillment in our lives.

As an avid reader, I was familiar with Don's best-selling books detailing the inside stories of sports icons and how they overcame life challenges. When we invited Don to be our featured speaker at the Softmart 2010 National Sales Meeting, I was impressed with the way he related those stories to every member of the audience - sports fan or not. Don's talent is his ability to connect with his audience. He speaks with emotion, inspires with real-life examples and instills a desire to be better.

We have never had such a strong, positive reaction to a featured speaker. Members, from every level of the Softmart team, came away feeling uplifted. And, aware of how small changes can make a big difference in their lives and their work. They became believers – in Don Yaeger's message and in themselves.

Since first meeting Don a few months ago, I have come to know him, not just as a business associate, but as a friend. He is sincere, down-to-earth and passionate about helping others. If you are looking for a dynamic speaker with a positive message that will resonate with each member of your audience, I personally recommend Don Yaeger.

Sincerely,
Jay Nilson