

Drew Eric Whitman
PO Box 6144
Philadelphia, PA 19115-0144

Dear Drew:

You certainly were a hit at our 4th Annual Home Based Business Conference. In addition to the excellent ratings you were given on the written evaluation, I have received a great deal of very positive verbal feedback from attendees since the conference. Without a doubt, you were the best keynote speaker we have had at our annual conference.

According to the Post-Seminar rating sheets:

98% of attendees completing the form rated the seminar excellent or good
81% rated it "excellent"
17% rated it "good"
2% rated it "satisfactory"

Written feedback included comments such as:

"Excellent speaker and down-to-earth ideas."
"Solid advice - real practical and useful info."
"Entertaining ways of presenting materials. He gets his point across and you don't forget it."
"Power-packed - Best seminar with most info on the subject ever! Funny, to the point, fast paced. Couldn't have been better."
"I would recommend his workshops to anyone starting a business."
"One of the best seminars I've attended in years! I can hardly wait to put it all into practice."
"I liked "Getting the audience involved and getting us to think, not only sit and let the words fly past."

I could go on and on.....

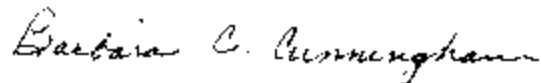
When attendees were asked what would make the presentation better, the most frequent response was "if it were longer."

(OVER) →

From the conference planner's point of view, I agree with all the above comments. But, in addition, I must mention that you are the most professional presenter I have worked with in my 14 years with University Extension. Your attention to details, response to my requests for information and materials was outstanding. You really should consider offering seminars on the how-to's of presenting seminars!

Because of your professional manner and attention to details, you certainly made my job this year easier. But, you've probably made it harder for next year since you'll definitely be a hard act to follow. I'd better start looking now.

Sincerely,



Barbara C. Cunningham
Business and Industry Specialist



Vocational and Adult Education

Jeanne Kizer, Director, 65 South Front Street, Room 907, Columbus 43215-4183

Mr. Drew Eric Whitman
Direct Response Surgeon

Dear Drew:

Thank you for your outstanding presentation. My instructors had many positive comments about your workshop.

Your humorous, fast-paced presentation style was simply a great bonus. The main feature, the information you provided, was down-to-earth and immediately applicable to our clients. That is exactly what we needed from you!

You did a cost-effective, professional, realistic workshop with style and flair. Thank you.

Sincerely,

A handwritten signature in cursive script that reads "Dee Sturgill".

Dee Sturgill, Supervisor
Business and Marketing Education
65 South Front Street, Room 918
Columbus, OH 43215-4183

DAS/lrr

Mr. Drew Eric Whitman, D.R.S.

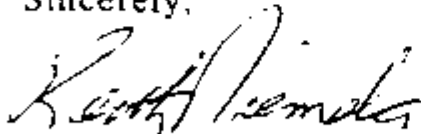
Dear Drew:

Thank you for your incredible presentation. In the past, our Chamber only used local sources for our seminars & workshops, because we saw ourselves as too far off the beaten path to get any "out-of-town professionals." We have some good people, don't get me wrong, but we were severely limited in our choice of material and level of experience.

Your promise to come here and give us a "turn-key" presentation was just what we needed. The materials you provided made it very easy to convince our members of the value of this presentation. Why, you even did all the media contact for us, and they gave it quick attention and good exposure. All elements came together and made one of the best programs we have provided to our members.

Thank you for your efforts, your attention to detail, and making me look so good to my members and directors.

Sincerely,



Keith Niemela
Executive Director

**THE
CHAMBER**
The Bloomsburg Area Chamber of Commerce

Mr. Drew Eric Whitman, D.R.S.
Direct Response Surgeon

Dear Drew:

THANK YOU • THANK YOU • THANK YOU !! On behalf of the Small Business Committee of The Bloomsburg Area Chamber of Commerce, I would like to thank you for presenting your AdPower™ seminar on Friday, September 8, 1995 here in Downtown Bloomsburg. Enclosed please find information relating to publicity of the event for your files.

A good representation of Chamber members and guests were in attendance to hear your remarks relating to the *"advertising secrets used by the pros."* Your presentation was very entertaining, as well as informative, and I have heard nothing but positive comments from those individuals in attendance. As a matter of fact, we hope we can bring you back to Bloomsburg sometime for another worthwhile program !

Thank you once again for agreeing to be a vital part of our program year. If the Chamber can be of assistance to you in the near future, please do not hesitate to contact me at 717/784-2522.

Sincerely,


Kimberly A. Belinsky
Program Manager

Enclosures

P.S. -- Not only did our members learn a wealth of valuable information, but so did our staff in marketing future Chamber events & services !!

West Shore
Community
College



3000 NORTH STILES ROAD
P.O. BOX 277
SCOTTVILLE, MICHIGAN 49454-0277
616/845-6211
616/723-8356

Mr. Drew Eric Whitman, D.R.S.

Dear Drew,

Thanks for a great presentation! Everyone in attendance agreed the information was presented effectively and it was practical. Participants indicated they would use their newly acquired knowledge to develop direct mail pieces, brochure development and writing print media advertising.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Bergström'.

Mark Bergström, Director
Small Business
Development Center

MB/rs

To Whom It May Concern:

It is my pleasure to provide a letter of recommendation for Drew Eric Whitman.

Drew presented his AdPOWER™ seminar to members of the Findlay-Hancock County Chamber of Commerce recently and received outstanding reviews for his presentation.

To say his enthusiasm, high energy and knowledge on the subject of advertising would be putting it mildly. I have no hesitation on recommending Drew for a seminar presentation to your membership.

In closing, Drew not only met our expectations but exceeded them. Don't miss the opportunity of hosting Drew Eric Whitman, Direct Response Surgeon.

Sincerely,



Lee R. Luff, CCE
President



Drew Eric Whitman
Direct Response Surgeon

Dear Drew:

The response to your "Ad Power Clinic" was overwhelmingly positive in Davidson County, North Carolina!

Your talents and incredible presentation style was overshadowed only by your tremendous organization skills to pack so much information into a 2 hour program. The attention grabbing techniques were very effective. You have a very important message to bring that everyone needs to hear. Once you have an audience captive, they are never distracted for one second! The two hours seemed like ten minutes.

Most importantly, you left each person in attendance with the tools to evaluate the process of promoting their company. Each time they write an ad or sales literature, I know they will recall the tips you gave them.

Thank you for sharing your talents with us and bringing a beneficial program for all sizes and classifications of businesses. I would strongly encourage other Chambers to sponsor your clinic. Adding a local media panel to the end of your program reinforced the message you brought and also created a stronger local buy-in to your suggestions.

Sincerely,

A handwritten signature in cursive script, appearing to read "Carole".

Carole Woodward
President



Grand Junction Area
Chamber of Commerce

360 Grand Avenue
Grand Junction, CO 81501

Drew Eric Whitman, DRS

Dear Drew:

The response of the Chamber members who attended your AdPOWER! Clinic seminar was very positive! I received several favorable comments at our Annual Banquet which was held last Friday.

The information was relevant and the presentation style was excellent. In fact, it had more information than some hour seminars we've had.

Best of luck in your future presentations!

Sincerely,

Diane Schwenke
President



LINKING BUSINESS
WITH THE COMMUNITY

BEAVERCREEK CHAMBER OF COMMERCE

1153 NORTH FAIRFIELD RD. • SUITE A • BEAVERCREEK, OHIO 45402

Drew Eric Whitman

Dear Drew:

On behalf of the Beaver Creek, Fairborn, and Xenia Chambers of Commerce, I would like to thank you for an educational and most enjoyable seminar.

Your flyer said that you were energetic and unusual and your presentation certainly lives up to that. The attendees were thrilled with the material that they could immediately use, no matter what their business.

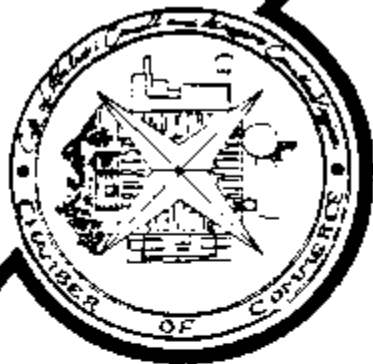
Many of our attendees were in an adult class for small business owners and they couldn't be happier with the Chamber. I have even had one application for membership strictly because of your seminar.

It was great fun working with you to set things up and I would be happy to recommend you to anyone who is looking for an entertaining and productive seminar.

If we can be of any help to you in the future, please feel free to call on me and again, thank you for a great program.

Sincerely,

Sandy Watson
Executive Director



Galax-Carroll-Grayson
CHAMBER OF COMMERCE

405 N. MAIN STREET
GALAX, VIRGINIA 24333

Mr. Drew Eric Whitman
Direct Response Surgeon

Dear Drew,

I just wanted to let you know how much the attendees at yesterday's advertising seminar enjoyed your presentation! I have spoken with many of the participants and everyone has thanked me and the Chamber for providing them the opportunity to hear your presentation.

Your style of delivery grabs the audience attention and holds it! In the past, our seminars, although informative, were just lectures and speeches. What a difference your presentation was; it was worth the attendance fee just to see your performance!

Our Chamber president, Tony Truitt, and I are anxious to see the results of your advertising suggestions in local advertisements. Tony told me he certainly planned to use your ideas in his business's advertisements! I will forward you the "direct response ads" as they begin to appear!

Thanks for providing the opportunity for our members and area businesses to empower their advertising. In addition, I would like to thank you for the way you conducted business with our Chamber. It was a win-win situation for both parties. Rest assured I will be recommending your seminar to other Chamber directors!

I hope we will have the opportunity to work together again in the future. If the Galax-Carroll-Grayson Chamber of Commerce can be of any service to you, please do not hesitate to call!

Sincerely,

Steve Galyeen
Executive Director



Buying Virginia Products Helps Virginians.



Draw Eric Whitman

Dear Eric:

On behalf of the local Franklin County businesses that attended your workshop on April 20, I want to express our great appreciation for your wonderful presentation. I am still getting comments from those who attended, praising you (and the Chamber!) for the excellent program, and asking when we might do something like this again. And perhaps just as important, I am beginning to hear from others who did not attend and are asking when we might do a "repeat", since they are being told they missed the seminar of the year!

If the ultimate test of a seminar is that those attending want you to do it again, then you have passed with straight "A's"!

Our Chamber is mid-sized (500-600 business members) in a "smallish" community (population around 45,000), so we didn't quite know what to expect from a big-city marketing whiz, but your presentation style was a breath of fresh air, and the content to your teaching was outstanding! It is interesting to watch the local newspaper ads, where several of your specific techniques and suggestions are already in use, and are catching the public's eye.

Speaking of the newspaper, the advertising staff (which co-sponsored the seminar with us) wanted me to mention that they were very pleased with the program, and that they have already seen a renewed interest among those attending in advertising in the paper. In other words, everyone has had their particular needs met!

So once again I want to thank you for presenting your AdPOWER! (tm) Clinic for the Franklin County Chamber of Commerce. It was indeed a great success!

Sincerely,

A handwritten signature in dark ink, appearing to read "Russ Merritt". The signature is fluid and cursive, with a large initial "R" and "M".

Russ Merritt
Executive Director



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1 8 4 7

SESQUICENTENNIAL
SAINT FRANCIS COLLEGE

Drew Eric Whitman, D.R.S.
P.O. Box 6144
Philadelphia, PA 19115-0144

Dear Mr. Whitman:

What a pleasure it was having you speak at the Center for Global Competitiveness and Small Business Development Center's advertising seminar. Since the seminar, many people who attended the seminar expressed to us how useful the seminar's information is to their organization or business.

The goal of the Center for Global Competitiveness and the Small Business Development Center is to help small businesses. I know that your seminar has helped us achieve our goal.

Sincerely,

Laura Hull
Marketing Analyst

"Center for Global Competitiveness"
Business Resource Center
P.O. Box 600
Loretto, Pennsylvania 15940-0600
814-472-3025 Fax: 814-472-3202

The
C H A M B E R

Mr. Drew Eric Whitman

Dear Drew:

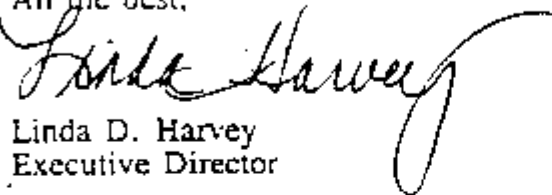
After hearing your presentation this morning, I can end my quest for the perfect seminar. As a planner of a variety of meetings, seminars and events, it was a great feeling to know that all of our participants attended an entertaining and productive seminar with practically no help at all from me or my staff members!

Your presentation was energetic, creative, thought-provoking and fun. Most importantly, however, our participants learned a great deal about promoting their businesses in a more effective way. How many seminars can our members walk away from knowing they have gained information that can be put to practical use that very same day?

It was truly a pleasure working with you and listening to your presentation. I look forward to having you back to Butler again next year to repeat your excellent program

Thanks again.

All the best,



Linda D. Harvey
Executive Director

ldh

BUTLER COUNTY CHAMBER OF COMMERCE

100 North Main Street • P O Box 1082 • Butler, PA 16003-1082





CHAMBER OF COMMERCE

JOHN P. CATALDO SR.
Executive Director

575 MADISON AVENUE
WARMINSTER, PA 18974
(215) 672-6633

Members:
• U.S. Chamber of C
• Pennsylvania Char
Business and Indus

UNITED IN BUSINESS & INDUSTRY

Drew Eric Whitman, D.R.S.
Direct Response Surgeon

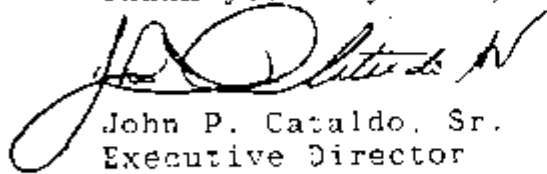
Dear Drew:

Absolutely tremendous!

In my 30 years as Managing Partner of a public accounting firm, I have attended innumerable seminars. Yours is one of the finest I have ever attended.

Your presentation was both concise and well presented. I learned a great deal myself and I got much more than I expected. I only wish I heard of you 30 years ago... I would have saved a lot of money!

Thank you very much,



John P. Cataldo, Sr.
Executive Director