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From: Mike Kruse

Sent: Tuesday, September 23, 2008 10:40 AM

Subject: RE: Steve Rizzo

Dear Steve,

Boy was our timing perfect to have you speak at our recent sales meeting! Traditionally, we have our inside sales and customer service people join us the second evening for dinner to interact socially with our outside sales people and sales managers. We had thought that it might be beneficial to have you speak to the assembled group this year, as we felt your message would be quite apropos. Little did we know when we booked you mid summer that you would be speaking to us in the early stages of a world wide financial crisis, and how important your message would be to our employees?

These are very unsettling times for all of us, and what lies ahead is quite uncertain. Our company is very dependent on the domestic automotive market, and when you match Detroit's troubles with the broader economic meltdown, our employees are under substantial stress at work and at home. In a comedy/entertainment format, your message and suggested methods of how to maintain a positive attitude has even greater significance today. You challenge your audience to develop healthy ways to cope with stress and to find or create humor in difficult situations. Your discussion of attitude and gratitude hits the mark, in that so many people today are concentrating on what they have lost, often forgetting what they still have. Through making us laugh at you and at ourselves we were able to put life in better perspective, and I truly believe that our people are more productive after hearing you. We need our sales and customer service people to be positive and at their best, and you helped us to accomplish that. What a gift you have, and how important that it be shared with others in these times so they can be at their best.

If other organizations are looking for someone to help bolster morale and productivity, hopefully they will give you a try. They won't be disappointed.

Mike Kruse

V.P. Marketing

Heidtman Steel Products



Steve Rizzo
Laugh It Off Productions

Dear Steve:

I wanted to thank you again for a wonderful performance at the June 24 AT&T Solutions meeting in Virginia. You delivered the perfect blend of humor and motivational stories. You provided the perfect conclusion to a day of back-to-back meetings and team-building exercises, and I know many of the meeting's attendees considered your performance a highlight of the day's events.

Sincerely,

Joyce Van Duzer
AT&T Solutions Public Relations



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Testimonial for Steve Rizzo from ScanSource, Inc.

We wanted to inspire our top customers to look for positives in a challenging economy and at a time when much of the news throughout the world is negative. Steve gave our audience just what they needed. His is a timeless message about the benefits of positive thinking and he offered a powerful example for business leaders who need to think big to achieve great success.



Bobby McLain
Vice President of Marketing
ScanSource, Inc.

ScanSource[®]

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