

LeadingAge™
Wisconsin
Better Services for Better Aging

July 15, 2014

Allison Massari
Massari Speaking and Coaching
936 7th St. STE B 178
Novato CA 94945

Dear Allison:

Thank you for taking time out of your demanding schedule to participate in the LeadingAge Wisconsin 2014 Spring Conference, *Winning Strategies*. We continue to offer high quality educational sessions to enhance our members' ability to provide better services for better aging. Your participation in this conference helped us achieve another successful educational event.

Your opening keynote address had a major impact on our conference and conference delegates. Attendees completed an evaluation, rating your presentation on a five-point scale on which five equates to "excellent." The overall rating for your keynote address was 4.82 -- outstanding! Along with your admirable score, you received numerous wonderful comments. Here is a sampling:

- So inspirational! (x8)
- Wonderful message – loved the story.
- Very motivational and inspiring -- an important reminder of the power of compassion.
- Allison has an amazing story and is a very effective speaker.
- Excellent speaker!
- One of the best keynote speakers ever!
- Amazing, confident, inspirational speaker/person!
- What an inspiration for motivation, perseverance, and strength.
- Great; learned a lot from a wonderful speaker.
- Amazing!
- Allison had the room captivated - excellent speaker and great material.
- Wow!
- Excellent! (x7)
- Inspiring!
- Amazingly eloquent speaker.
- So inspirational – a wonderful, wonderful, speaker.
- Unbelievably powerful story to motivate all the love and care for others!
- Very touching good speaker – a good example of overcoming adversity.
- Amazing inspirational and true reminder of why I chose this field.
- Very motivational, heart-warming, and most importantly, thought-provoking. The small gestures to our residents I will never look at them the same again.
- Awesome...great message...even better presentation!
- Allison is a wonderful inspiration.
- Excellent and very moving!
- Helpful to encourage caregivers to know what is important and how to show compassion.

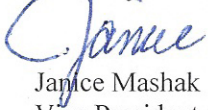
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- This was a wonderful presentation.
- Wow! What can be said about this woman? She put life in perspective. She put it and said it so well to get us to think how we affect others. Thank you!
- Awesome testimony!
- Very touching, able to bring lots of things into perspective.
- Outstanding/inspirational!
- Great job & even tied it back to our everyday work and life.
- She was excellent! She was inspiring, passionate, and humorous at times. She made you really say to yourself "Is my situation really that bad?" She is an amazing survivor on so many levels.
- Very compelling and appropriate!
- Allison was a wonderful speaker. Her story was inspiring and her passion infectious.
- Wonderful speaker!
- Captivating, interesting, and new perspective! Wonderful speaker and would love to have her book.
- Excellent! So touching and what a great way to start the conference.
- Wow! Best keynote I've ever heard.
- What an inspiration!
- Excellent and moving speech.
- Wonderful and inspirational speaker!
- The keynote speaker was amazing. By far the best speaker I have had the opportunity to listen to – what an amazing human being.

We take pride featuring great speakers at our education conferences, and I applaud you for making it to the top of the chart!

On behalf of LeadingAge Wisconsin, thank you for sharing your time and touching story during our 2014 Spring Conference.

Sincerely,



Janice Mashak
Vice President of Member Services & Innovation