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To Whom It May Concern:

Rob "Waldo" Waldman was more than a Wingman at our Regional Conference. He was a true Top Gun in delivering the message.

Before hiring Waldo to speak at our Regional Sales Meeting, we at E. & J. Gallo had carefully considered dozens of professional speakers to find one that could be effective with our demanding staff of highly-driven, unrelenting 25-40 year olds. Waldo connected with every one of them as they enthusiastically seized his vital message, applied his ideas, and immediately demonstrated dramatically increased productivity.

Our decision to hire Waldo Waldman was the best choice we could have made. He was fantastic!

Exemplifying the professionalism that Waldo demonstrated throughout, he customized a unique program tailored just for us. He skillfully communicated his expertise by carefully blending examples from our own business, his military and personal business experience, great audio visual footage and powerful, practical ideas. Waldo was the perfect climax to our conference because he carefully pulled together all the messages we wanted to communicate and nailed them home with a passionate, presentation we will never forget.

Sometimes things work better than you expect, and Waldo's program was better than I could have even imagined.

The following statement from one of our employees summarizes the impact that Waldo had on the audience: *"I thought he was awesome! I wish I would have brought my oldest son for his presentation. He did a better job than any previous outside speaker of relating his presentation to our business."*

I highly recommend Waldo as your future Wingman that will impress, inform, stimulate and motivate the most demanding audiences.

Sincerely,

Frank Marcus
General Sales Manager
E&J Gallo Winery