



P. O. Box 521150  
Salt Lake City, Utah 84152-1150  
Tel: (801) 486-2223 Fax: (801) 486-1568

Mr. Barry Wishner  
Proformance  
568 Eleanor Drive  
Woodside, California 94062

Dear Barry,

The Annual Automotive Oil Change Association (AOCA) Convention this year was a huge success --- and you were a large part of that success!

When one has the responsibility of selecting a keynote speaker for 2000+ of your colleagues and friends, you, in some ways, put your reputation on the line. Barry, your program achieved exactly what I was looking for in a speaker. You entertained and informed. Each of us left the convention with specific action steps and the confidence we could make our plans happen when we returned to our businesses. In short, you made me look good. Thank you.

You truly showed that you cared about who your audience was. You took the time to share personal stories and experiences of some long-time members and you proposed solutions to very specific industry issues. The research you did of our industry and interviews with our people really paid off.

I believe a handout is a great compliment to any program and yours is one of the best I've ever received. I am planning on presenting at my next "Managers' Seminar" later this month with quick lube managers from three states in attendance. It has been an excellent source for new ideas and more importantly, a tool for executing our plans.

I've seen your program twice now, and I would see it again. Your humorous stories and passion for the subject kept me with you every step of the way. The valuable message you so creatively convey is what I utilize in my business --- and what I will remember your presentation for.

Sincerely,

Lyn Udall Fisher  
President, Texaco Xpress Lube  
Program Chair, AOCA

P.S. I've always said our conference should be more than a social event. Thank you for combining your enthusiasm and passion with your "Seize The Future" message.