



**Decorating Technologies Division**

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Mr. Barry Wishner  
President  
Proformance  
568 Eleanor Drive  
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Dear Barry,

Your recent entertaining and information filled presentation to the Gravure Association of America at our annual meeting in Florida was not only very entertaining, it contained a lot of relevant points about how we work and how we can improve our business and personal lives. I wish I could have taped it. I just couldn't absorb it fast enough! I'd like to see you and hear the many great ideas you presented again sometime.

The style and energy you showed was perfect for this audience. Sometimes the speakers we get at these meetings tend to be very dry and on the verge of putting us to sleep. You on the other hand kept your program filled with humorous anecdotes and personal stories that had us laughing with you and at ourselves. The energy you displayed was contagious as we willingly participated.

The message you left with us was one that any business could benefit from and you took it to the next step by making it relevant to our industry. I felt you made us stop and think about what we're doing, what we should be doing and how changing will effect the success of our business.

I've made use of your customized handout. It's filled with great tools and ideas that reinforce the many areas you covered in your program. I know I will be referring to often. Thank you for your presentation.

Yours truly,

John W. Geurtsen  
Director Business Development  
Decorating Technologies Division