

April 26, 2005

Steve Swafford
Leadership Outfitters, Inc.
725 Arizona Avenue, Suite 200
Santa Monica, CA 90401

Dear Steve:

On behalf of California Society of Association Executives I would like to extend our sincere appreciation for your contributions of time and expertise at our Spring Showcase 2005. The Showcase was a great success and your excellent presentation was clearly an integral part of that success.

Quality education is a vital in meeting and exceeding our members' needs, as you know. Your session on Turning the Tide: Improving Member R.O.I. was both entertaining and informative. The evaluations we received were resoundingly positive. Your overall score of 4.83 out of 5 shows how positively the audience responded to your message. However, I am certain this is "typical excellence" for you. Well Done!

Here are a few comments we received on your presentation:

- Steve was excellent! Great presentation.
- Fantastic. Too short!
- Great presenter- managed to speak to all attendees needs & situations. Very practical.
- Great program - lots of ideas.

Steve, I hope you enjoyed Spring Showcase and benefited from this experience. It is clear attendees enjoyed meeting and learning from you. Thank you again for your willingness to address our group. We greatly appreciate your support of CalSAE and look forward to continuing to work together. We wish you all the best in your endeavors.

Best Regards,



Stephanie Flores
Director of Education

Create a Healthy Work/Life Balance

Steve Swafford w/ Peggy G., MaryAnne B., Betsy Hite, Carl London

Content	Speaker	Handouts	Overall	Comments
5	5	5	5	5 Had met Steve before & really enjoyed the session
5	5	5	5	5 Very helpful, interesting & fun. Steve is an excellent moderator
5	5	5	5	5
5	5	5	5	5 Please repeat due to the huge need
5	5	5	5	5
5	5	5	5	5 Panel was wonderful
5	5	5	5	5 Panel was outstanding! Thank you Peggy.
4	5	4	4	5 Excellent program - personal profiles were a great way to open the discussion & illustrate passion for positive change & balance
4	4	4	5	4 Thanks
4	4	4	4	4
5	5	5	5	5 Very informative
5	5	5	5	5 Well done, great tie in to panel, very interactive. Steve was a great facilitator.
5	5	5	5	5 Hope to see him again as a presenter.
5	5	5	5	5 Made me think
5	5	5	5	5 Great class. Thank you
5	5	5	5	5 Steve was great. Lots of valuable info. Good reminders of finding passions in life!
5	5	5	5	5 Outstanding topic! Enjoyed the speaker & the exercises
5	5	5	5	5 Would use more time or reduce content to allow for more discussion.
5	5	5	5	5 Excellent!
5	5	5	5	5 Great interactions. Loved panel stories
5	5	5	5	5 Great!
5	5	5	5	5 Great handouts w/ tools to take home - easy to understand. Nice personal touch bringing in advance stories. Do it again.
5	5	5	4	5
4	4	4	4	4 Thank you! I enjoyed having people's real life experiences.
4.83	4.88	4.79	4.88	4.88