



July 2, 2001

Jill McCrory  
Steve Swafford  
Leadership Outfitters, Inc.  
944 S. Wakefield Street, #200  
Arlington, VA 22204

Dear Jill and Steve:

On behalf of Food Distributors International, we wish to express our appreciation for your participation as a speaker at the recent Improving Distribution Supervision Skills Seminar in St. Louis.

We have had a tremendous response rate to our evaluations, and the feedback from the attendees has been very positive. Enclosed is a copy of the comments from the evaluations we received on the day of your session.

In addition, we thought you might enjoy a few representative quotes we received rating the overall seminar experience.

- *This conference provided me with an opportunity to learn and interact with industry counterparts, which is unparalleled in other seminars.*
- *Everybody can walk away from this conference with something, whether it is something new or just a renewed enthusiasm about what they do.*
- *Very informative. Our supervisors bring back procedures that we put in place every year.*

Again, our sincerest thanks for your part in making this seminar so successful!

Sincerely,

John Morgan  
Director, Education and Marketing Services

## 2001 Improving Distribution Skills Seminar Evaluations Summary

Date	Event/Description	Excellent					Poor					Total Response	Individual Rating
		5	4	3	2	1	1	2	3	4	5		
06/13/01	<b>Morning Session: Jill McCrory &amp; Steve Swafford</b>	35 Evaluations for Wednesday											
Wed	Supervision, Leadership and You	20	15									35	4.57
	Leadership Challenge #1	20	14	1								35	4.54
	Your Role as a Leader: Communicating Effectively	20	14	1								35	4.54
	<b>Afternoon Session: Jill McCrory &amp; Steve Swafford</b>												
	Leadership Challenge #2	22	11	2								35	4.57
	The Challenge of Conflict and Negotiation	19	13	2								34	4.50
	Leadership Challenge #3	23	9	3								35	4.57
	101 Ways to Motivate Your Co-Workers	20	11	4								35	4.46
	Leadership Challenge #4	18	13	3	1							35	4.37

**2001 Improving Distribution Supervision Skills Seminar**  
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**EVALUATION COMMENTS**

**Wednesday, June 13**

**Jill McCrory and Steve Swafford**

*Topics I liked most:*

1. Leadership challenges – modeling the way communication & perception, body language.
2. Win-win, motivating your co-workers.
3. 101 Ways.
4. Rewards and recognition.
5. Your Role as a Leader, Leadership Challenges.
6. 101 Ways to motivate workers. Some ideas we can try at our facility.
7. Communicating effectively.
8. Employee motivation, team work. How to get through to your employees by fitting their personality and yours.
9. Team work.
10. Motivation/101 ideas.
11. Conflict and negotiation.
12. Interesting people made learning fun.
13. I enjoyed the incentives and motivation part.
14. Win-win.
15. Negotiation.
16. Communicating effectively.
17. Leadership challenges.
18. 101 Ways to Motivate.
19. I liked all the group exercises/working together.
20. The marble exercise and tower building.
21. Class participation was great. Stepping back and looking at situations differently.
22. The new ideas on motivating co-workers.
23. The challenges and the team work involved. A lot of the material pertained to our facility. The challenges kept us alert.
24. Ways to motivate staff.
25. Motivation – I got some good points on how to motivate my employees.
26. Very good seminar all around.
27. Personal style profiles.
28. I enjoyed the entire seminar.
29. Leadership styles, interactive games.

*Topics I did not like:*

1. Resolving conflicts.
2. X vs Y – did not really see the point in wasting that time.
3. None. All topics were appropriately selected.
4. Not many.
5. 101 Ways.

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6. Found everything very informative. There is nothing that I did not like or find unuseful.
7. Conflict negotiation should be in morning session.

*General Comments:*

1. Over all the seminar was very helpful, full of great information.
2. I liked the way the speakers kept it up beat. It helped to have the learning activities throughout to hold our interest. I also liked the open forum.
3. Very Energetic class.
4. Good job! Great energy level and leadership Steve!
5. Very good information. Also really enjoyed the seminar.
6. Very good so far. I learned quite a lot.
7. It was nice how they keep everybody active throughout the day. It kept the day interesting.
8. Steve and Jill were full of energy and kept your attention.
9. All together it was a good seminar and the speakers were very good.
10. Liked the variety of sit down and active activities.
11. Very great session.
12. Overall excellent, not your typical lecture, not boring but fun. Good group of peers. I enjoyed it.
13. I liked Steve's energy level and presentation style.
14. Very good topics of discussion. Emphasis on the many roles that managers have to fill for entry-level employees should be covered.
15. Jill & Steve presented a wonderful mind provoking/stimulating experience.
16. I feel I got a great deal of information from this session.
17. Both speakers were very good, kept you going!
18. The style of presentation was very energetic. Steve and Jill kept me focused.
19. Excellent content.
20. Very informative, well worth it.
21. I thought the speakers and presentation were very good.
22. Very informative and they kept it interesting.
23. Both Jill and Steve were very energetic and interesting to listen to.
24. Steve and Jill were fun – very dynamic.
25. Overall the morning session with Jill McCrory and Steve Swafford was entertaining and also a learning experience.
26. Very good.
27. Very interesting, informative and fun.
28. Over all it was good. Some points are not needed. It made a long day.
29. Outstanding seminar. Great job Jill and Steve.
30. Enthusiastic presenters sometimes lost group's attention because of pace.
31. Good presentation. I would have liked to discuss union/management relations as a topic.