

June 19, 2009

Phil Bruno  
Treat `em Right  
6786 China Lake Drive  
St. Louis, MO 63129

Dear Phil,

On behalf of Judy Widlowski, I would like to thank you for speaking to our membership on June 3, 2009 at the Hyatt Regency Milwaukee.

Given the many faceted challenges currently facing our hospitality industry, your topics on Engaging Value Seekers, as well as Strategic Customer Profiling are very timely. Our membership is very concerned about what the future holds, yet are more determined than ever to weather the storm and come out of this smarter, stronger and better positioned.

I know the attendees really appreciated the numerous stories and examples that you shared with them in the first portion of the seminar; I think it gave them "food for thought" on ideas they could employ in their own companies. Also, the insight on how different generations respond/react to certain messages was interesting and informative.

Best wishes to you as you continue to help navigate our industry through the challenges of this economy and the ever-changing competitive landscape.

Regards,



Todd O'Leary  
Director of Membership



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