

January 29, 2013

To whom it may concern:

We had the pleasure of meeting Phil Bruno of Treat 'em Right Seminars while participating in his discovery process on a very important project to our City; hospitality training for our 1,000 convention center workers.

After some discussions, and getting to see Phil in action, we chose to contract with him to design and develop a training program for our 56,000 Center City hospitality workers and the larger community with these goals in mind:


- Establish a **Philly Welcomes U!** campus as an affordable, accessible, professional training tool for the hospitality community and larger community
- Educate the Philadelphia community about the brand culture and get everyone on "the same page"
- Provide training for 900 partners' front-line employees to perform professional techniques designed to meet and exceed guests' expectations for their Philadelphia brand experience
- Establish **Philly Welcomes U!** as accessible and to supplement existing training programs in companies and organizations
- Provide Certification documentation and trackable progress for all students that is recognized by employers in their recruitment process.

With support and direction of our VP of Marketing, Phil has created scripts, managed the creative process and coordinated all details with his e-learning partner ej4. He did his homework by visiting all of our major attractions and sampling our current guest experience, so he could help shape the program with first-hand experience. He then developed a curriculum to fit our unique needs as a Destination Management Organization, serving the community as a whole.

Once the PHLCVB obtained sponsors for these courses (we have raised nearly \$90,000 to cover the program costs), Phil met and worked directly with our sponsors to determine their needs, including the Department of Parks and Recreation, Philadelphia Parking Authority and Temple University's School of Tourism and Hospitality Management.

While this is certainly a hands on process and we are still in development, as we enter the final stage of deploying our campus to the community we are confident that our goals will be met for our City, and look forward to working together with Phil in the future.

Sincerely,



Jack Ferguson
President & CEO

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