



October 30, 2014

Mr. Bobby Fried
Author, Speaker and Branding Advisor

C/O bobbyfried7@gmail.com Re: Thank you and observations two weeks later

Bobby,

The impact you had on the Members of my Vistage Group to include me was not temporary or fleeting. To a person, they are still talking about the logic of “investing in themselves”, being conscious of their authenticity and “listening for the clarion call” all of which was prompted by your gracious visit to Colorado and generous offering of your time. Your ability to merge and become a part of who we are during our retreat is a testament to who you are. Thank you!

Personally, the time I spent identifying “what ignites my passion?” “What can I do best to serve others?” “What is my true purpose in life?” and “What actions do I need to take to realize my purpose?” was a huge catalyst for change for me. More on that later – but wanted you to know that your words and influence landed in a big way for me.

Your artful presentation of excellent branding basics for business overlaid with the application in our personal brand building was genius. For those that might look at personal branding to be a bit too far outside of business school – your process snagged them with great logic and application. Your natural style and deep insight combined to engage and lift in a way that most speakers simply aspire to. The slide deck and illustrations added greatly to as authentic of a presentation as I have seen in years.

I am now reading your book “Igniting...” after being with you and absorbing your presentation all of which is deep learning for me. I heard it, I know and respect the author and took copious notes – now to read it and again glean the enthusiasm and insight causes my learning to go deep. When that happens the learning changes me. I’m hearing the same from the Members.

It is an obvious calling that you have elected to follow. For that you have my respect. You also need to know that the message as delivered by you is making an impact in ways that perhaps you only dreamed about. Keep doing what you are doing as it addresses something we all need.

Respectfully,

Don P. Van Winkle
Vistage Group Chair
720-331-9846
don@donvanwinkle.com