



November 5, 2014

A note on Bobby Fried:

I met Bobby at a Vistage meeting where he was our guest and featured speaker on marketing and brand strategy. Since I am in that business, I wondered what he could tell me that I didn't already know. Well, I was pleasantly surprised.

Bobby was delightful like the fine, rare wine he brought us from California. He provided a wealth of insightful information on personal and business branding, and showed us a step-by-step path to make it a reality in our lives. Throughout the day he became one of us, and a treasured member of our team.

T Taylor, Founder/CEO  
The Creative Alliance