

January 12, 2011

Mr. Tim Gard
Tim Gard International



Dear Tim,

I can't help but send a letter referencing the impression you left on the 2010 Agriculture Future of America (AFA) Leaders Conference attendees. Thank you for starting us off right with your wit and humor! As the opening keynote of this year's event, you launched our theme "Our Voice. Our Vision." with just the right tone. Out of 204 attendees evaluating your program, 93% ranked you as "excellent," which was the top possible rating.

My experience at the Thursday night, Developing A Comic Vision (Tim Gard) was:		
Poor	0	0%
Below Average	0	0%
Average	2	1%
Above Average	13	6%
Excellent	189	93%
Total	204	100%

AFA has a challenging audience in that we seek to bridge an approach which will engage college men and women while bringing messages and a professional meeting environment they need to be exposed to while preparing for their careers. Your keynote brought humor while delivering an important message of vision and laughter in our lives. One attendee had this to say about your presentation: "[Tim] presented great info, not only for the workplace but for life in general. Hilarious!" In fact, the next day the Chairman of our Board of Directors told the full board that if AFA ever booked you to speak again they should plan to arrive in time to hear you.

Thank you for working with me to understand our organization's mission, the context of your role in the program and what we hoped to achieve from your message. We staff our four-day conference with more than 100 professional or industry-specific presenters and spend a lot of time preparing them to assure their message is appropriate and impactful. Many professional speakers may act like they're listening to your needs, but I appreciate that you not only listened but took that information and applied it to your message.

If there is ever any way we can serve as a reference for organization's considering you for their meeting in the future, please feel free to use AFA as a reference.

Sincerely,

AGRICULTURE FUTURE OF AMERICA

Director of Leader Development Programs