



29 April 2009

Ms. Susan Silvers  
Susan Silver, Inc.  
Gainesville, FL

**Re: Benefits of your Consulting and Facilitative Skills Workshop**

Dear Ms. Silvers;

In response to your inquiry I offer the following examples of where your workshop has assisted my own work with my Board of Directors and other matters related to the professional administration of an association. What I particularly appreciated in your approach was the nuts and bolts aspect of your work and how it can be linked upward and downward in an organization. It can also serve as a way to standardize office practices ranging from meeting planning through strategic assessment practices.

Example # 1 In terms of the 4 P's I took your 3P's and added 1 participant preparation for a meeting to discuss a project. The participants in the session appreciated knowing their required preparation and then we followed the scheme of our defined Purpose, the Proposed Products from this project and the Procedures/agenda to be followed during this discussion. This work was part of a set of activities but this component was rated 4.6/5.0 in the evaluation of the experiences during this meeting.

Example # 2 This same system was used as part of an Board agenda to discuss its strategic agenda of activity for the year or the prioritization of action items for the year in alignment with the strategic plan in effect for this Board. Again, the results were rated as outstanding, especially in clarifying the relationship among a variety of goals which did not immediately appear related. The processing aspect of this was a critical Board need for moving the Board forward in its work.

Example # 3 My final example was for something as simple as a book discussion. I and a colleague prepared a 4P statement & turned that over to a subset of team leaders who were going to work with their own groups to prepare for the book discussion. Amazingly, it worked extremely well. Not only did it provide the right tone and framework for the discussion but for the participants in the discussion it gave them a

sense that this process allowed them a more interesting and meaningful exchange than if there was just a question set prepared and then used as the dialogue process for this session. There was not a formal evaluation of this but the participants found they had more take aways from the session than they expected to have and the process was enjoyable in that it engaged them before the session as well with a smaller group of people before the larger group engagement.

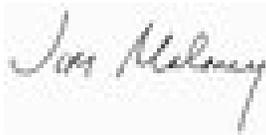
As we discussed, we are in budget preparation for the association. You know of my interest in engaging your services for the association to take me out of the facilitation role I currently play and begin to use your services in that role. What I am expecting is your help in these areas:

- Retreat design and facilitation
- Strategic agenda and direction setting
- Meeting facilitation on occasion and support for the association Chairman on facilitation issues for the association.

Further you may also be involved in some design work for planned training to be delivered around the country.

In summary I thank you for what you have already provided and look forward to using your skills to set the right tone and processes for the advancement of the association's interests. I look forward to our discussion on your future role with CLA.

With warm regards,



James D. Maloney, Jr. CAE  
Executive Director