



From: The Association of Information Technology Professionals (AITP), St. Louis Chapter

To: Fred Firestone
Founder and Principal
Ethical Selling Institute, a subsidiary of Sempact, Inc.

Date: November 10, 2005

Dear Fred:

On behalf of the St. Louis Chapter of AITP, I want to thank you for providing a motivating message on the topic of Ethics in Information Technology (IT) to our members and guests at our monthly dinner meeting on October 27th.

Your concept of ethical selling and differentiation from the competition by building relationships through trust, credibility, and partnership hit the mark with the AITP audience, some of whom are actual salespeople and others who must sell themselves and their ideas within their organizations. I found the enthusiastic presentation and delivery of your talk to be entertaining and captivating while in itself demonstrating how to build relationships with those present.

I know that you have previously presented to AITP at the National Conference with positive results, and I would recommend you as a speaker and your method of ethical selling to other individuals and organizations. Thanks again.

Best regards,
Martha Ludewig
Vice-President and Programs Chairperson
Phone: 314-283-7368

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<http://www.aitpstlouis.org/>