

LOGAN

COLLEGE OF CHIROPRACTIC

November 8, 2005

Mr. Fred Firestone
Ethical Selling Institute

Dear Mr. Firestone,

Thank you for donating your time to speak to the trimester six chiropractic students in my Patient Communication Skills Class. One of the biggest concerns that most chiropractic students have is that they don't want to be a "salesman". Your lecture on **How to Pull Ahead of the Competition Using the Ethical Factor** kept the students involved and entertained. They left the class feeling energized and excited about all the opportunities available to them to make a difference in their practice. Here are some of the comments written by the students about your presentation:

- "Very awesome – Got my wheels churning!"
- "Great suggestions, actually educational. We REALLY needed this."
- "Very energetic and inspiring."
- "He involved us in a way that didn't make us feel uncomfortable."
- "A voice you couldn't not listen to."
- "Applicable ideas, perspective on what matters most to people."

Fred, thank you again for donating your time and sharing your expertise. By helping the students to "think outside the box" we not only make a difference in their lives, but potentially the lives of their future patients as well.

Yours in Health,
Kimberly S. Ownbey
Director of Marketing and Community Relations
Logan Health Centers