



St. Louis/Missouri Chapter

June 30, 2004

To whom it may concern:

In February 2004 the HSMIAI/Missouri Chapter was fortunate to have Mr. Fred Firestone present at our monthly educational luncheon. Mr. Firestone's presentation was titled "Pulling Ahead of the Competition" and addressed the issues of effective communication to prospective clients, packaging your offerings, and how to make your package more valuable to your customers.

Many of the attendees at our luncheon commented on how Fred's style of presentation kept them interested. Additionally, the message was timely and relevant to professionals in the hospitality industry.

I would recommend Mr. Firestone to any other HSMIAI chapters for future presentations.

Sincerely

Tanya Thompson
President Elect
HSMIAI Missouri Chapter