



March 3, 2011

Mr. Al Betz
Outfluence, LLC
300 E. Lombard Street
Suite 840
Baltimore, MD 21202

Dear Mr. Betz:

On behalf of the Board of Directors of Entrepreneur's Exchange in Annapolis, Maryland, thank you so much for being a luncheon speaker for our group in January 2011. Your inspiring talk was a phenomenal way for us to kick off our 2011 Speaker Series.

What struck me about your topic and your book (I bought a copy) is the emphasis that you placed on how OUR individual actions significantly can make or break a relationship. The OUTFLUENCE concept was a paradigm shift for me as Human Resources Advisor and Consultant. We constantly hear how we can only affect our own actions – leading to an inward focus. Your motivational speech and book rightfully calls attention to how our OUTWARD ACTIONS – our OUTFLUENCE – affect other people. All of us need to learn to pay attention to these principles of outward actions to effect our relationships with other people. We are in community with other people and OUTFLUENCE helped us busy entrepreneurs to remember the little steps that we can use to forge stronger relationships with others. I, for example, am more in-tuned with taking one extra minute to add a friendly statement or reference in an email to the person on the other end, rather than a quick reply. OUTFLUENCE matters!

Thank you for taking the time for your busy schedule to talk with our group about these important principles of strong business (and personal) relationships. I would highly recommend you as a speaker for other business groups looking for a highly intelligent, engaging, powerful, and motivational speaker.

Sincerely,

Amy Polefrone

Amy Polefrone, MPA, SPHR
Chairman, Speakers Committee of the Board of Directors
Entrepreneur's Exchange
And
President/CEO
HR Strategy Group, LLC