



September 28, 2006

110 Royal Little Drive
Providence, RI 02904-1863
Tel: 401-868-2000
aaa.com

Dear AAA Travel Executives or Training Decision Makers,

I am writing this letter regarding Stuart Ellis-Meyers so you may know how impressed our Club was with the recent training, filming and DVD he was responsible for creating and delivering. I first saw Stuart at last year's AAA Travel Conference. His presentation was not only entertaining and informative, but extremely creative. In addition, I was overwhelmed by the inspirational quality of his delivery, since it surely isn't every day you get to witness a national speaker who lives with the rare neurological disorder-Tourette Syndrome. To be able to push through and overcome that barrier was extraordinarily moving to the entire audience.

Twitchy, as he dubs himself, conducted two all day seminars at our Club, assisting all of our travel counselors gain a new perspective on selling travel! As he puts it, they were 'positively traumatized'. What was most impressive was the follow-up after the training sessions. For a period of four weeks, he worked closely with our training staff and travel sales managers and monitored the 'new learning' of this receptive audience. Many positive success stories resulted. In fact, no less than two hundred and thirty of these were documented.

Stuart wasn't simply a 'training guest'. He absolutely partnered with us. He measured his success not on the check at the end, but rather on the progress of OUR people. That was amazing.

If you are looking to grow your sales force and assist them in gaining a new perspective, I would recommend Stuart Ellis-Meyers without hesitation.

Wishing you all the best!

Sincerely,

A handwritten signature in blue ink that reads 'Bill Sutherland'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Bill Sutherland
Vice President, Travel

Serving over 2,000,000 AAA Members in Southern New England

Travel

Insurance

Financial Services