



**David Newman** works with leading companies that want to sharpen their competitive edge and **Get More Done, Make More Money, and Rediscover the Joy of Business.**

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-- Eileen Pettineo,  
**1838 Investment Advisors**”

“Session was completely customized for us. David is great. Very professional and right on target.  
-- John Kirk,  
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“This session was excellent. The best thing for me was that we worked through real-world issues, one by one. This would be enough to jumpstart anyone. It's not about knowledge, it's about WORKING knowledge. David was outstanding.  
-- Tom Maillie,  
**National Liberty**”

“David is the embodiment of intelligent energy.  
-- Michael Ray,  
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“Super course! Best educational experience I've ever had professionally!  
-- Pat McKeown,  
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“Wow! Excellent.  
-- Cheryl Odom,  
**Cigna**”

## Programs

### Sales Science™

- Discover your sales strengths through experimentation and personalization
- Systematize your selling for consistent results
- Focus on internal skills not external techniques
- Rediscover the joy of selling

### Relish for Business™

- Discover 20 rules for the new world of business
- Show every leader at every level how to deliver “work worth paying for” every day
- Increase productivity through more innovative use of existing resources
- Stretch current thinking to find new solutions to complex problems

### STARS from the Start™

- Implement self-management principles proven to boost performance
- Maximize trust to enhance leadership and team effectiveness
- Forge attitudes, behaviors and relationships to generate outstanding results
- Effectively sell your ideas, initiatives, and innovations to clients, customers, and colleagues

**David Newman** is a nationally-acclaimed speaker known for his high-content, high-energy presentations laced with humor and “do-it-now” tools that ensure maximum take-away value. Your investment in David pays off by making it easier for your leaders, managers and salespeople to **unblock sales performance and unlock leadership success.** David is the author of 8 books on leadership and sales, including **Relish for Business** and **Sales Science.**





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## Professional Biography

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Since 1992, David Newman has worked with Fortune 500 clients on leadership and sales initiatives. His core message centers on helping your people **“Get More Done, Make More Money, and Rediscover the Joy of Business.”**

David's presentations are highly interactive and include lots of how-to oriented content. He uses stories, metaphors, examples and humor to make his seminars and keynotes highly memorable, practical and profitable for your audience.

His client list includes National Liberty, J.P. Morgan, Thrivent Financial, Primerica, and American Express Centurion Bank.

David has been featured and quoted in *The New York Times*, *Investors Business Daily*, *The Philadelphia Business Journal*, *The Philadelphia Inquirer*, *Sales & Marketing Management*, *Selling Power*, *Fast Company*, *Business 2.0*, and *Entrepreneur*, and he is a regular columnist for *Business2Business* magazine.

David is a professional member of the **National Speakers Association** and the **International Federation for Professional Speakers.**

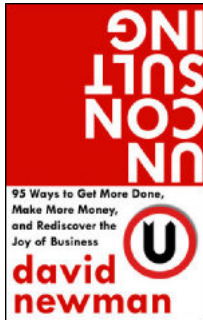




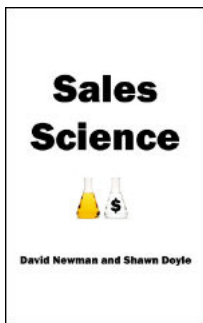
## 20 Questions to Ask Before Hiring Any Learning and Development Firm

Compare Company			<b>The Questions To Ask</b>
A	B	C	
—	—	—	1. Does the company customize meaningful content (or title pages)?
—	—	—	2. Is the training format designed to suit varied learning styles?
—	—	—	3. Is there an exclusive focus on application and in-context learning?
—	—	—	4. Does the training include built-in follow-up and reinforcement?
—	—	—	5. Does the training tie in to your core business issues?
—	—	—	6. Is there an online component to the training available 24/7?
—	—	—	7. Will I learn situational strategies in addition to personal skills?
—	—	—	8. Are the programs relevant to all levels of leadership?
—	—	—	9. Does the program use a blended-media approach?
—	—	—	10. Will I be intellectually stimulated enough to feel challenged?
—	—	—	11. How current/fresh is the content that I will be learning?
—	—	—	12. How practical is the content that I will be learning?
—	—	—	13. Will I be learning from proven, published, and certified trainers?
—	—	—	14. Will the course make me a competitive asset to my organization?
—	—	—	15. Do I have access to an ongoing source of support?
—	—	—	16. Will I gain access to thought-leading concepts and materials?
—	—	—	17. Will there be NO additional charges for customization?
—	—	—	18. Will the course increase my business unit's profitability?
—	—	—	19. Are the materials based on graduate-level business curriculum?
—	—	—	20. Does the company qualify clients (or will they work with anyone)?
			<b>Score</b>

We asked ourselves the toughest questions we could, and then we set out to design a company where the answer was YES to each and every question: **UNCONSULTING.**



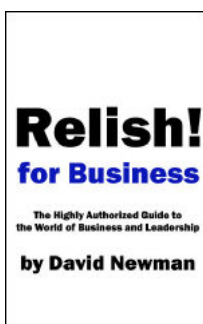
**UNCONSULTING.** This is a handbook, a field guide, and a portable seminar on the art and science of work done differently - smarter, simpler, more valuable, and a bit contrarian: UNCONSULTING. Are you an "Army of One" running your own business or a corporate insider who wants to stand head and shoulders above the crowd? Would you like to get more done, make more money, and rediscover the joy of business? This book is for you. 95 mini-lessons on fast forward business thinking plus BONUS materials on sales, leadership, creativity, innovation, networking and a huge resource section. **\$20.00**



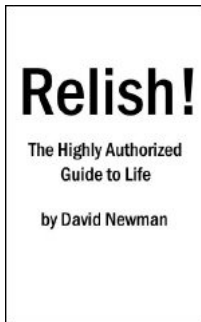
**THE SALES SCIENCE MANUAL.** If you are a sales executive, sales manager, or corporate officer responsible for sales and marketing results, this manual is for you. Sales Science is geared to real-world selling. No theory. No gimmicks. Just practical selling breakthroughs. Topics include: Why most sales training doesn't work; Defining your personal sales strengths; Prospecting, netweaving, and marketing magnetism; The chemistry of first contact, smart questions, and sales alchemy; The psychology of face-to-face, urgency, and managing risk; The physics of presence and sales leverage. This manual brings big-company thinking together with entrepreneurial ideas to create sales success. Complete with reproducible worksheets, tools, and a huge resource section. **\$99.00**



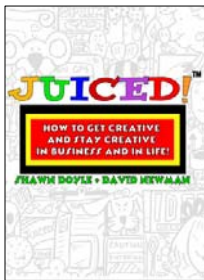
**THE FORTUNE COOKIE BUSINESS BOOK.** "Many receive advice, only the wise profit by it." So it is with this collection of over 500 micro-lessons for the world of business. Each entry is a point for meditation, application – perhaps even the call to action you've been waiting for. After all, sometimes the best thing to do is "Confront yourself" or ask "Did today matter?" With fortunes, like with contemporary art, so often the meaning is in the eye of the beholder. And what you see depends on what you're looking for and what mood you're in, who you're with, and what you're experiencing in other parts of your life. It is in this spirit that David Newman shares these bits of business wisdom with you. **\$13.00**



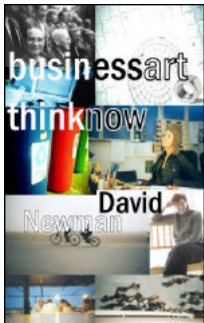
**RELISH! FOR BUSINESS.** Use these ideas to shake up your thinking, move your business forward, spark innovation, jumpstart leadership - and more immediately, to open meetings, ignite discussions, increase collaboration, improve communication, enhance trust - and rediscover the joy of business. Relish! for Business consists of bite-size chunks of straightforward advice and tools touching on a wide variety of business and leadership topics, including innovation, time and stress, balance, integrity, the power of doing, attitude, excellence, ethics, accountability, persistence, focus, and many more. Use it as your "pocket guide" to hands-on leadership and smart business, designed for an ever-changing world and for leaders with at once less time to read and more interest in finding meaning, joy, and purpose in everyday work. **\$13.00**



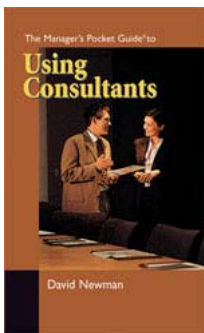
**RELISH!** Your pocket guide to personal growth. The fun, cheeky, easy-to-pick-up and start-anywhere format suits not only dedicated readers, but browsers and page-flippers, too! These are tough times, with stress and uncertainty running high. Sometimes it seems like survival should be our goal. Relish! contains zesty hands-on micro-lessons that invite you to explore, grow, and thrive in both your personal and business life. **\$13.00**



**JUICED!™.** Every leader will find personally suitable strategies for becoming more creative and unleashing the creativity in others. Juiced!™ is a practical and inspiring guidebook for freeing the creative spirit inside your organization! These strategies are bound to make your thinking (and your doing) more interesting, original, valuable, and actionable. Reviews include: "Juiced! is a joyful, upbeat buffet of ideas for enhancing creativity. It's all about finding your own ways to think and act creatively using your natural strengths while skillfully connecting with others. That's the 'secret sauce' of success!" "Juiced totally rocks!" **\$35.00 manual PLUS Juiced™ Audio CD**



**BUSINESSARTTHINKNOW.** A bonus-size bundle of messages, stimulation, pictures, words, ideas, values, choices, directions, opportunities, mysterious corners, superhighways, poems, shouting, fire, and sliced bread. It's your mental elevator to the 15th floor in a 12-story building. It's a pocket MBA for creativity in business. It's an invitation to read, explore, surf, skim, think, feel – and act! And it's a ticket to a new business destination – perhaps to a place where you've become a little more unstuck, unleashed, unafraid, unbounded, unconventional, unusual, unfettered, and uncommon. **\$13.00**



What if the next consultant you hired came with an instruction manual filled with strategies to maximize the CLIENT end of the relationship? **The Manager's Pocket Guide to Using Consultants** (HRD Press, 2007) packs into one concise book information it would take you years of trial-and-error to learn on your own. It will help you think through and execute important decisions about using consultants, like how to: Select the right consultant; Establish the relationship; Work side by side with your consultant; Evaluate outcomes and make adjustments; Maximize the consultant's contributions as change agent, advocate and mentor; Avoid consulting dangers, pitfalls and traps; Debunk myths and evaluate "next practices." Any manager using or thinking about using consultants will profit from this street-smart and balanced "exactly-how-to" advice. **\$10.95**

To purchase books, please visit: <http://www.cafepress.com/unconsulting> and <http://www.hrdpress.com/MPGUC> or contact David Newman for volume discounts or special custom editions for your organization.



**David Newman** works with leading companies that want to sharpen their competitive edge and **Get More Done, Make More Money, and Rediscover the Joy of Business.**

“Sales Science gives you a proven series of practical techniques and strategies you can apply immediately to sell more, easier, in any market.”  
 -- Brian Tracy, author of **The Psychology of Selling**

“Sales Science is remarkably lacking in gimmicks, manipulation, and "old school" sales training that stopped working years ago. THIS is the new way for professionals to sell.”  
 -- Debra Benton, author of **How to Think Like a CEO**

“A truly new approach – not the same old sales training. Sales Science showed me how to improve my sales process continuously.”  
 -- Patty Tiano, **Comcast Cable**

“Firmly grounded in the new realities of selling.”  
 -- Jacques Werth, author of **High Probability Selling**

“Sales Science helped me to not only understand, but also to organize and implement.”  
 -- Jerry Goodwin, **Wachovia Bank**

## Sales Science™

### Summary:

**Sales Science™** turns most sales training upside-down by exploring the fact that there is no ONE way for people to sell successfully. After this program, you will be able to:

- Discover your sales strengths through experimentation and personalization
- Systematize your selling for consistent results
- Move away from prescriptive methods and external “techniques” to focus on internal skills and lasting tools
- Boost sales effectiveness by focusing on what buyers want to buy, not on what you have to sell
- Rediscover the joy of selling

### Audiences:

Corporate sales teams, sales managers, trade association meetings, conference keynotes/breakouts.

### Customization Options:

Different variations of **Sales Science™** have been delivered to a wide variety of audiences in the following ways:

- Sales Science: Prospecting and Presenting
- Sales Science: Interviewing and Closing the Deal
- Sales Science: 5 Marketing Moves for Business Success
- Sales Science: 7 Keys to Sales Strategy
- Sales Science for IT: What Every Technical Professional Needs to Know About Sales and Selling

### Program Length:

**Sales Science™** programs are available from 45 minutes to 2 days, with the added option of a 1-day “Live Ammo” Sales Lab to apply the principles to your specific sales challenges.





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## STARS from the Start™

### Summary:

**STARS from the Start™** gives newer leaders, first-time managers, and high-potential individual contributors the tools to boost their performance from “Good enough” to “Wow!” in order to jumpstart their bottom-line effectiveness. After this interactive, experiential program, you will be able to:

- Implement self-management principles proven to boost performance
- Maximize trust to enhance leadership and team effectiveness
- Forge attitudes, behaviors and relationships to generate outstanding results
- Effectively sell your ideas, initiatives, and innovations to clients, customers, and colleagues

### Audiences:

Newer leaders and managers, newly promoted sales leaders, internal functional teams such as IT, HR, and Customer Service, association meetings, conference keynotes/breakouts.

### Customization Options:

**STARS from the Start™** lends itself to customization in a variety of ways, including level of interactivity, mix of audience members, and specific issues and challenges your audience is facing.

### Program Length:

**STARS from the Start™** one-time programs are available from 45 minutes to 1 day.

The full 12-week **STARS from the Start™** professional development program is based on MBA-level leadership curriculum with 25 years of strong success at Stanford's Graduate School of Business.





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## **Relish for Business™**

### **Summary:**

**Relish for Business™** is a high-energy, high-content leadership program designed for the new world of business where creativity has replaced fixed assets as the primary generator of corporate growth and new leadership thinking is the most potent competitive weapon. After this program, you will be able to:

- Leverage 20 rules for the new world of business and shift your leadership into high gear
- Show every leader at every level how to deliver “work worth paying for” every day
- Increase productivity through more innovative use of existing resources
- Stretch current thinking to find new solutions to complex problems

### **Audiences:**

Senior executives, leaders and managers, retreats, strategy sessions, association meetings, conference keynotes/breakouts.

### **Customization Options:**

**Relish for Business™** lends itself to customization in a variety of ways, including level of interactivity, mix of audience members, specific issues and challenges your audience is facing, and tight integration with your organization's vision, values, and language.

### **Program Length:**

**Relish for Business™** programs are available from 45 minutes to 1 day, with the added option of a 1-day “Live Ammo” Leadership Lab to apply the principles to your specific leadership challenges.



**David Newman Has Delivered  
Seminars, Executive Education Programs, and Keynotes for...**



## Why Hire David Newman?

### RETURN ON INVESTMENT AND REAL EXPERTISE

Your investment in David will pay off right away by making it easier for your leaders, managers and salespeople to **unblock sales performance** and **unlock leadership success**. No theory. No fluff. No bull.

David is not just a speaker; he's an expert who speaks. David is the author of 8 books on leadership and sales, including *Relish for Business*, *Sales Science* and *The Manager's Pocket Guide to Using Consultants* (HRD Press, 2007). He's been around the block: since 1992, David has worked with Fortune 500 clients on leadership and sales initiatives.

### EXTREME CUSTOMIZATION

Even though David has given more than 600 programs, he has never given the same program twice. He always customizes his programs based on the needs of our clients. You won't get the one-size-fits-all type of program from us. **There is no cookie cutter. You're no cookie!**

For example, many of our clients will read through the outlines of the different programs on our website, and they'll say they like bits and pieces from several programs. They'll ask if we can design a program that incorporates those various bits and pieces. The answer is "Yes." We do that for our clients almost every day. And you may want David to incorporate your theme, vision, values, or language. That's not a problem. We'll talk and make sure that happens.

### SUBSTANCE AND STYLE – NOT JUST “MOTIVATION”

David's style is high energy, high content, and high involvement. David always wants audiences to *feel*, *know*, and *do* something differently when they leave his program. David is more than a “motivational speaker.” In fact that term often bothers him. We know that people need more than motivation. They also need some skills that they can take back to their jobs and their lives to use immediately. So David gives out a lot of practical content in his programs.

### DAVID ADDS VALUE LIKE CRAZY

**First, David will visit with you before the program.** And he'll talk to whomever you suggest. He's open to phone calls, conference calls, emails, and faxes. He wants to know about your organization, and he wants to understand your challenges. Then David will use that knowledge to make sure your program is right on target.

**Second, David will design and deliver an in-depth “Needs and Interests” survey** around your desired topic so that we can focus in on exactly what you and your people *need to know* and *want to learn*.

**Third, we'll give you a free set of handouts that you can reproduce for your participants**—which will save you a lot of money. Many speakers charge \$15 to \$50 per person if they provide the handouts. We give you the master. And the handouts are excellent. David provides a lot of hard-hitting content in each program, and the participants are thrilled to have a copy of all the things we talk about.

**Fourth, David is happy to work with you after the program.** Just give us a call if you want to “debrief.” Often, David hears things from the participants or he’ll learn things about your organization that you should know. And he’ll recommend some steps you can take to make sure the program sticks and your objectives are achieved. This may include follow-ups by email or even a free teleseminar 30, 60, or 90 days after the live event.

#### **PROGRAMS THAT WORK – AND LAST**

We want to make sure your people keep on using the stuff they learned at our program, long after the program is over. Unfortunately, that’s not the case with many speakers and consultants. When they finish their programs, they basically say “Goodbye” and wish you “Good luck.” David does three things to reinforce what he teaches your people.

First, David gives every one of your people **access to his members-only UnInsider resource website.** David spends time every week researching and compiling fresh new articles on topics related to selling more and leading smarter. You can join now: [www.UnInsider.com](http://www.UnInsider.com). David also sends each member a weekly tip, reminder, or point to think about to reinforce new *thinking* and new *doing*.

Second, David gives your people **60 days of free 1-on-1 consulting.** Every page of his handouts includes David’s telephone number, fax number, and email address. And he tells his audience at every program that they are welcome to contact him with any questions they might have on the material he has presented. David responds to their questions in a prompt and thorough fashion.

Third, he makes his **books, CDs, and learning resources** available to your people. When it comes to learning, nothing is more effective than spaced repetition. When people read a few pages of a book every few days, or spend a few minutes listening to a CD on a regular basis, both *retention* and *application* go up dramatically. But you can rest assured David will not give any kind of “sales pitch.” He’ll simply make the materials available – or you can pre-purchase books or CDs for each participant.

#### **SCOPE, REACH, AND PARTNERSHIPS**

David is connected to some great partners. You may need lots of seminars in several locations. That’s not a problem. We have 17 part- and full-time associates all over the US and Canada. And these people are excellent, or they wouldn’t be our associates. They come from places like Stanford Business School, the Center for Creative Leadership, and leading firms like Prudential, General Electric, and Hewlett Packard.

#### **GET MORE DONE, MAKE MORE MONEY, AND REDISCOVER THE JOY OF BUSINESS**

David loves what he does. And your audience benefits. David loves working with good leaders who want to become *great* leaders; he loves working with good salespeople who want to become *great* salespeople.

Our tagline is much more than just a cute marketing gimmick. David’s on a mission – and doing this work with your leadership and sales teams is IT! Everything we do is geared to making sure your people have everything they need – including the long-term strategies, internal commitment, and “do-it-now” tools – to “**Get More Done, Make More Money, and Rediscover the Joy of Business.**”

# Class Act

HOW YOU WENT FROM CLASS CLOWN,  
JOCK OR GEEK TO ENTREPRENEUR

lot of us are still going to be remembered as, say, the fat kid with a mouthful of braces, or the well-liked but simple-minded jock. Still, there are some good arguments for going, even if it's only to chart

**EVERY FIVE** or 10 years, we have to make a choice: ignore that high school reunion invite, or suck it up and go. After all, no matter how successful we may be today, a

your progress and see how your high school personality shaped your entrepreneurial personality.

Take David Newman,

41—a former class clown

who's now the managing

partner of BusinessDNA,

tography editor for the school newspaper, Alpert was also captain of the math team.

Alpert now runs two catalog companies with combined revenues of \$14 million so far this year. She started her first company, Professional Cutlery Direct, in 1993 with just \$8,000, and grew it to \$8 million in sales this year from internally generated cash flow. As she puts it, "I look at things very analytically. I was attracted to creating a direct-to-consumer business because so much of the success is based on the quality of the analytics. It's very data-driven."

Meanwhile, thirtysomething Rachel Weingarten is president of New York City-based [GTK] Marketing Group, which projects 2005 revenues of \$2 million. She feels she was a misfit in high school, precisely because she didn't have a label. But that helped her, too—she was drawn to working at a young age, designing her own line of denim clothing in the 1980s. Explains Weingarten, "My early experiences instilled in me a love for work, for doing things my way and for not following the pack, but rather for setting trends and positioning my clients as trailblazers."

This is all good news for the class clowns, the geeks and the misfits, but what about the popular kids? Not surprisingly, they can fare well, too. Marianne O'Connor was voted "Most Likely to Succeed" at her Malden, Massachusetts, high school. Today, she runs Sterling Communications, a \$4 million high-

tech PR agency in Silicon Valley. O'Connor, 44, believes co-captaining her high school's cheerleading team prepared her for office politics, speaking at her graduation gave her a crash course in public speaking, and ballet dancing gave her focus.

Still, she admits she never saw her future in technology. "If you'd told me in high school that one day I'd be talking about long-haul optical transport, I'd have said, 'What's that, a train?'"

In the end, no matter what your persona in high school, you were learning something useful for your business. Says Howard Ross, an organization development consultant and CEO of Cook Ross, an HR firm in Silver Spring, Maryland, "We all have values that transcend the times of our lives."

—GEOFF WILLIAMS

**33%**  
of an executive's time is spent responding to crises or problems.



**Back in the day:** Terri Alpert, David Newman and Marianne O'Connor (l. to r.) reflect on high school to see how they got where they are today.

a consulting firm in Bryn Mawr, Pennsylvania, and founder of Unconsulting, a marketing strategy firm. The two businesses project combined revenues of about half a million dollars in 2006. Back in high school, Newman was hosting Frisbee matches on the roof of his school and frequenting the principal's office for trying out his stand-up material in class. Only in hindsight does he seem a likely candidate for a future as a successful entrepreneur.

Being a class clown has "given me a very useful set of traits today as a 'sort of' grown-up entrepreneur," argues Newman. "Think about it—class clowns, by their very nature, are not afraid to fail, unlike the geniuses. They thrive on being different, unlike the geeks, who suffer by being different. They focus on getting noticed among the noise, unlike the cool kids, who focus on fitting in. They have the extra bandwidth to get their work done, *plus* be creative, funny and a little irreverent, unlike the dummies. And class clowns want to get along with *all* the other groups to expand their audience, unlike the jocks, who just need to impress other jocks."

Terri Alpert, 42, describes herself as being social but also "very nerdy" in high school. Like Newman, she believes her high school traits help her now as an entrepreneur. Besides being the pho-



## David Newman's Seminars, Executive Education Programs, and Keynotes

*"This program was excellent. The best thing for me was that we worked through real world issues, one by one. This would be enough to jumpstart anyone. It's not about knowledge, it's about WORKING knowledge. David was outstanding."*

*-- Tom Maillie, Marketing, National Liberty*

*"Seminar was excellent! David was even more so. Can't wait to use this stuff!"*

*-- Eileen Pettineo, 1838 Investment Advisors*

*"The seminar was great. David gave me many useful ideas. Session was so relaxed, it was almost like talking with him one-on-one."*

*-- Cindy Jones, Sales, GE Capital Mortgage*

*"Super course! Best educational experience I've ever had professionally!"*

*-- Pat McKeown, Dir. of Communications, MCP Hahnemann University Hospital*

*"Program was completely customized for us. David is great. Very professional and right on target."*

*-- John Kirk, J.P. Morgan*

*"I just got a call from someone in your seminar. He said you were fabulous. I mean really, really fabulous. He raved about you: you were so flexible and it was a wonderful session."*

*-- Ginny Shuman, Manager of Training, Towers Perrin*

*"David was incredibly knowledgeable. All the topics were relevant and will help me greatly in my daily duties."*

*-- Sharon Bellino, Marketing, Realen Homes*

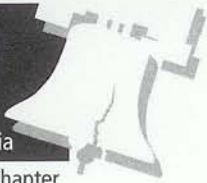
*"David's session was excellent. One of the best training classes I've had. Well thought-out and expertly conveyed. This will be extremely useful for me. David showed us how to save almost 1500 hours of processing work for one of our major clients. This saved us more than \$21,000 per week. And this is only the beginning."*

*-- Ellen Bamba, Client Services, Towers Perrin*

**SHRM**

Philadelphia

Regional Chapter



PO Box 1302

Cherry Hill, NJ 08034

215.735.5220

[www.phillyshrm.org](http://www.phillyshrm.org)

Dear David:

I'm writing to thank you for presenting a top-notch monthly meeting to our chapter in May.

From the very beginning, you were extremely cooperative and helpful with putting together our plan. You even made suggestions, like your pre-meeting survey, to drive up attendance and revenue for the chapter!

After seeing you speak at a previous association event, I knew your content was terrific. But only in working with you, through some scheduling and logistics challenges, did I realize what a "pro" you really are. Thanks for being so flexible, understanding, and generous throughout our collaboration.

Of course, what really matters to the chapter is the quality of the programs we present, and yours was truly world-class. A perfect mix of research, best practices (even though you hate that term!), contrarian wisdom, metaphors, and audience-engaging exercises. The fact that you packed all of that into a little over an hour is truly amazing!

Thank you for customizing the program to our members' exact needs and for offering all the follow-up resources, including copies of your book.

As for audience feedback, the WOW's just keep on coming. As you know, planning meetings can prove a very challenging task. When your keynote speaker does as well as you did, everyone looks good.

Sincerely,

Amy Barth,  
Board Member, SHRM Philadelphia Regional Chapter

## Wyeth Pharmaceuticals

May 24, 2006

**Wyeth**

David Newman  
121 Rodney Circle  
Bryn Mawr, PA 19010

David,

Thank you for your invigorating presentation to the Wyeth Performance Consortium on "Juiced!"

We truly appreciate the time you spent with us this week. Your energy, humor and friendliness help create a sense of anticipation at what you have to share.

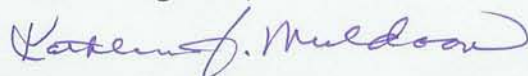
The great tools, activities and supporting examples reinforced your 8 key points. The audience was fully engaged and you did a fine job of including our virtual audience as well.

We particularly appreciate your "going the extra mile" to customize your topic to fit perfectly into the Behavior Engineering Model we use as a framework for performance improvement.

We look forward to receiving the Juiced! CD you mentioned. Already I am receiving emails from participants wanting to ensure their inclusion in your generous offer.

Thank you for contributing your non-stop energy and outstanding professional expertise to our Consortium. It is of great value to our members.

Warm regards,



Kathleen Muldoon  
on behalf of the **Wyeth Performance Consortium Board**  
Associate Director, Training Solutions  
Global Compliance and Training (GCaT)  
Wyeth Pharmaceuticals

February 3, 2003

Mr. David Newman  
Director  
360 Philadelphia  
121 Rodney Circle  
Bryn Mawr, PA 19010

Dear David:

On behalf of the Greater Philadelphia Chamber of Commerce, we were delighted to have you as our presenter for our January Educational Program.

We received tremendous feedback about your presentation. Our members found your program very informative and worthwhile. I have included the list of attendees for any follow up marketing that you may want to do and a summary of the evaluations. We hope to work with you again in the future.

Sincerely,



Monika R. Zadroga  
Coordinator, Programs & Events

HORNER & ASSOCIATES, LLC  
116 DEER RUN COURT  
HARLEYSVILLE, PA 19438  
215.513.0312  
STEVE.HORNER@COMCAST.NET

David Newman  
121 Rodney Circle  
Bryn Mawr, PA 19010

Dear David:

On behalf of The Delaware Valley Consultants, I would like to thank you for speaking to our members about effective marketing, sales, and business building strategies.

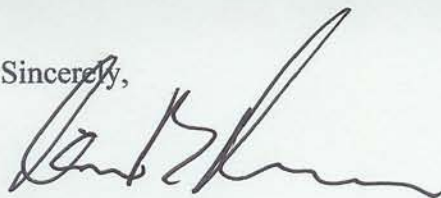
Based on extremely positive member response, it is clear that our members and guests very much enjoyed your presentation and got tremendous value from it.

As a speaker and professional presenter myself, I'm an extremely tough critic when it comes to speakers. Your presentation was right on target: practical, nuts-and-bolts, and loaded with valuable resources, new ideas, strategies, tools, and tactics that all consultants can benefit from. As you saw, we had a very senior group in the room, and you really hit it out of the park!

In over 30 years of my professional career, I've rarely seen your unique combination of professionalism, humor, mile-a-minute content, and high level of personalization and audience engagement.

In part due to the interest generated by your presentation, our group continues to grow and expand. Thanks again for providing such a high level of value. You were a pleasure to work with, and we'd love to have you back in the future!

Sincerely,

A handwritten signature in black ink, appearing to read 'S. Horner', written over a horizontal line.

Steven M. Horner  
Founder, Delaware Valley Consultants