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To Whom it May Concern:

Recently, CIGNA Corporation had Terry McKenna come in and address a group of senior service representatives. Over the past four years we have been actively addressing our service performance to make us more responsive as well as empathetic to the real life needs our customers our facing every day.

I was asked to find a speaker for our conference who had a demonstrated track record in influencing change within a major Fortune 500 company. The instructions were clear, no Madison Avenue "suits" with fancy charts.

Typically, we would bring in a high priced consultant from one of the big management firms who would speak about a lot of theory with very little knowledge of how to truly implement change within the context of our business. We found Terry through his work on Mobil's Friendly Serve program. To say he went beyond expectations is an understatement (both in terms of substance and style).

In terms of substance, never before did we meet someone who focused so effectively on pragmatic implementation. When we all focus on developing strategy we sometimes miss out on the finer points on how to effectively implement through the people we have to count on.

In terms of style, he was intelligent, engaging, witty, and oftentimes "belly-laugh" funny. Anyone that can get a bunch of insurance executives excited must have something on the ball.

If you would like further information, please don't hesitate to contact me.

Very truly yours,

A handwritten signature in black ink, appearing to be "E. Faruolo", written over the typed name "Very truly yours,".