



**Sprint Yellow Pages
Indiana Division
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(800) 394-2453**

Mr. George Ludwig
George Ludwig Unlimited
2515 Grove Lane
Cary, Illinois 60013

Dear George,

I would like to express my sincere gratitude and appreciation for the Peak Performance Workshop you presented to our employees in the Indiana Division of Sprint Publishing and Advertising on August 17, 2001.

Sprint prides itself on having positive, empowered associates to carry out the many different positions that are so critical to our success. However, it is sometimes easy to get caught up in the routine of the everyday work-life and see morale and attitude suffer. You and your workshop were just what the Indiana Division needed to reenergize and motivate our people to get back to the clear and determined state of mind that impressed us so much when they first joined our team.

The message you delivered during the workshop, "You Gotta Be Bold!" really hit home with us. Some of us had seemed to have lost sight of that boldness and needed to reconnect. Sharing your personal journey of pain, soul-searching and, finally, enlightenment drew everyone in. Your consistent interaction with the audience helped us to parallel and relate our own life experiences and realize how being bold can affect our desired outcomes, not only in business, but in life.

We still hear references to you and your workshop on a daily basis here in the office. You have had a lingering effect on our employees and can rest assured that we received your message clearly and are being bold in Sprint Indiana!

Again, many thanks from our employees and myself for reminding us that "You gotta be bold to live an extraordinary life"!

Sincerely,

A handwritten signature in blue ink that reads "Greg Talley".

Greg Talley
Indiana Division Manager
Sprint Publishing and Advertising