

Steve Whiteford

----- Original Message -----

From: Pam Meyer

To: 'Steve Whiteford'

Sent: Friday, October 29, 2004 5:19 PM

Subject: RE: Present Your Way To Success

Steve:

Thank you so much for the absolutely life altering class this week at the PMI conference. I cannot begin to tell you how grateful I am for having that opportunity. I want to share with you specifics that Jackie and I talked about later. Although there were a couple of annoying people (hope we weren't counted in that number) who did not GET your points, couldn't get past their own sense of importance and of being the 'practicing expert' – we both were absolutely mesmerized by your skill at applying what you were telling us as you handled them! Thank you for not only sharing your ideas, your experiences and your 'tricks of the trade' but also thank you for modeling them the entire two days! We didn't miss that, in fact it is what will help us internalize your lessons and will stick in our brains forever! (I have a workshop to facilitate with a specific presentation that I need to do next week—so I'll get right back in the saddle. Maybe I'll be brave enough to check out the class video beforehand, maybe...)

Best wishes,

Pam Meyer

Project Manager / Dealer Services

ADP

2001 NE 86th Circle

Vancouver, WA 98665

Office Number: 503-294-4277

Cell Number: 360-281-4375

Pam

Steve Whiteford

----- Original Message -----

From: <Jonathan_A_Blake@Keane.com>

To: "Steve Whiteford" <swhiteford@austin.rr.com>

Sent: Wednesday, November 10, 2004 6:32 AM

Subject: Re: follow-up

Steve - thanks for the follow-up! I was actually planning to write you anyway. I indeed had a chance to use the techniques I learned from you my second day back at work. It was a reprise of a presentation that I delivered the week before I went to Anaheim, and some of the same people were at both events. Unfortunately, I had not time to re-work the slides, but I set up my three "stations", used the "B" button liberally, tried to always face and maintain contact with my audience, and most of all, employ the "Touch, Turn and Talk" technique. After the session, I asked some folks what they thought about it. One of the gentlemen said: "Jonathan, was that the same presentation you did a couple of weeks before? I got so much more out of it!". Other folks remarked as to how much clearer my message was, and how much more material they saw and understood. Remember, these slides were EXACTLY THE SAME.

I want to really thank you for setting me straight, and providing a great example.

Thanks again!

Cordially,

Jonathan Blake
Keane, Inc.



United States Department of Agriculture

Research, Education and Economics
Agricultural Research Service

October 17, 2003

Mr. Steve Whiteford
Expressively Speaking
713 Baywood Rd.
Alameda, CA 94502

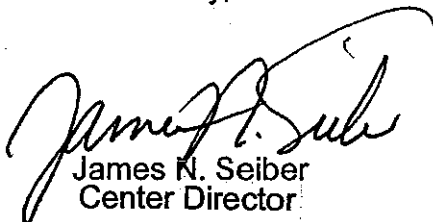
Dear Mr. Whiteford:

Your presentation, "Present Your Way to Success," was very much appreciated by all of those who attended the Career Development Conference sponsored by the Asian American Pacific Islander Advisory Council (AAPIAC) of the U.S. Department of Agriculture here at the Western Regional Research Center. We have received many enthusiastic reports from participants both here at the Center as well as those who traveled long distances within the Pacific West Area to attend the conference

We have had many training sessions here for Federal employees, and I'm happy to say that I've heard comments saying that it was the best they had ever attended. These were comments from postdoctoral fellows who, I'm sure, have participated in numerous such workshops.

We thank you for your enthusiastic presentation and believe that our employees benefited greatly from your training. We look forward to seeing you again in the future

Yours truly,



James N. Seiber
Center Director

cc:
R. Matteri
B. Ishida



Pacific West Area - Western Regional Research Center – Office of the Director
800 Buchanan Street • Albany, CA 94710-1105
Voice: 510.559.5600 • Fax: 510.559.5963 • E-mail: jseiber@pw.usda.gov

Agricultural Research - Investing in Your Future



United States Department of Agriculture

Research, Education and Economics
Agricultural Research Service

October 15, 2003

Mr. Steve Whiteford
Expressively Speaking
713 Baywood Rd.
Alameda, CA 94502

Dear Steve,

Your presentation last month here at the Career Development Conference sponsored by the Asian American Pacific Islander Advisory Council (AAPIAC) of the U.S. Department of Agriculture was a great hit! Everyone, without exception, said they enjoyed the workshop and felt more confident about learning to speak in front of others. And we all found our videotapes invaluable. Here are a couple of examples of feedback received from two postdoctoral fellows:

"...the best talk I have ever attended." ... "This presentation exceeded my expectations. I learned a lot of things and will put them into practice...not only beneficial to participants but to people around us to make (this) an even more productive workplace."

And, of course, many casual comments were made in the halls on what a wonderful workshop you led. I'm sure many here regret not having attended the conference.

By the way, I got the book you recommended. It is next on my must-read list. I personally got a real kick out of the session and am working on becoming more of an extrovert.

In any case, thanks from all of us, both here at the Center and the Pacific West Area. We really enjoyed having you share your skills with us and look forward to our next opportunity to work with you.

Yours sincerely,

Betty K. Ishida, Ph.D.
Research Biologist
N. California Chapter Liaison, National APANA (Asian Pacific American Network in Agriculture)



Pacific West Area - Western Regional Research Center
Processed Foods Research Unit
800 Buchanan Street • Albany, CA 94710-1105
Voice: 510.559.5726 • Fax: 510.559.5777 • E-mail: bkishida@pw.usda.gov

Agricultural Research - Investing in Your Future

23 July 2003

Steve Whiteford
Expressively Speaking
713 Baywood Road
Alameda, California 94502-6604

Dear Steve,

It was a pleasure to work with you for our presentation polishing session. As our group constantly interacts with Senior Management, it's important that we not only meet their energy and expectations, but that we also set the tone for professional leadership behavior within the organization. Your instruction and coaching were very supportive to our continued goals of leadership development.

In spite of the fact that we all present one-on-one on a daily basis, our group was a bit nervous about having to attend a workshop with peers. You did an **excellent** job of creating a relaxed, fun, learning environment while holding each individual accountable to specific improvement opportunities. Your own style of communication and instruction presents a very valuable demonstration of effective leadership.

Thank you for sending me copies of the evaluations. I was pleased to see that the scores were consistently high and that the group is now enthused about follow-up workshops. The most consistent comment was "One day is not enough!"

We look forward to future interactions.

Best regards,



V.L. Ashford Hal
Manager, Executive Human Resources



PacAdvantage

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September 12, 2002

To: Steve Whiteford
CEO, Expressly Speaking

Subject: Appreciation Note

Steve,

On behalf of Pacific Business Group on Health and the PacAdvantage Sales and Marketing team, thank you for not only a very interesting but highly informative and directly applicable training program on Professional Speaking.

My staff sent me notes after our two-day workshop expressing a high sense of personal and business satisfaction regarding the time and effort they invested in your program. They are applying the techniques you trained them to use and absolutely believe it has helped them to not only come across more professional but also to be in more control of their audiences.

I was very impressed with the time you dedicated to understanding our company, our products and the individuals that would be in attendance. I felt like each participant was personally engaged and improved significantly from whatever prior level of professional speaking ability they brought into the program.

Thank you for a job exceptionally well done!

Chuck

Chuck Kiskaden
Director, Marketing and Sales
PacAdvantage

C A T A L Y S T

October 21, 2002

Steve Whiteford
Expressively Speaking
713 Baywood Road
Alameda, California 94502

Dear Steve:

It was such a pleasure to work with you during our recent training sessions. As you know, all of the attending staff regularly conduct presentations for our clients, so on the one hand this was "not new material" for us. However, the anxiety and concern about the workshops and the expected behaviors seemed to escalate as day one approached. When asked about the source of the anxiety, they all agreed that presenting to our peers and colleagues here in the office felt more challenging than a room full of strangers! You skillfully reduced this anxiety with your easy, relaxed approach, and by the end of the day we were more comfortable and actually having fun with our "presentations".

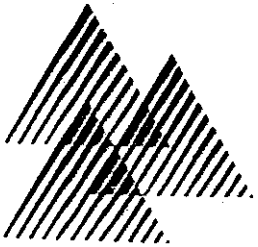
I have had an opportunity to speak with most of the staff since our training and they report that the skills you taught us have been extremely useful in our presentations to clients. The individual critique of each of our staff was also extremely beneficial. You were able to give very constructive feedback that can be measured in the improvement I have seen in client presentations by some of the staff.

Please be assured when we are looking for a brush up on speaking and presentation skills, you will be invited back. Thank you for two very full and productive days.

Sincerely,



Barbara B. Brantley, BSN, RN
Chief Operating Officer



Catalyst Systems, LLC

*Informed Decisions
For Healthcare*

Headquarters

1701 Novato Boulevard
Suite 205

Novato, CA 94947

Phone 415.893.7600

Fax 415.893.7605

Email info@catsys.com

www.catsys.com

Steve Whiteford

From: David Scronce <David.Scronce@ucop.edu>
To: expressone@att.net
Subject: Congratulations
Date: March 09, 2000 10:32 AM

Dear Steve:

Congratulations on a great workshop. It was a breakthrough day for us. I was surprised by the capacities in my colleagues: A room full of accountants, auditors, and attorneys became a group of comics, actors and actresses! It was wonderful to see us try out new techniques and have success with them. Wonderful, too, to see us cheer each other on.

The first time I worked with you I was impressed by a BIG moment - when you crouched down like a lion and roared. It was so much in contrast to your low-key, professional approach of the morning—I admired the risk-taking of it. If you could take a risk like that, maybe we could too.

This time, it was a quiet moment that meant a lot to me - when you said that much of what we define as our "self" is not really of our choosing—yet we are free to experiment and to make choices about how we present ourselves. I could see from the head nods and the rapt attention that this point resonated with several of my colleagues. And I could see, by the risks people took and the fun they had doing it, that they accepted your invitation to play.

You are a gifted coach, both in the "out there" moments - like getting Don to deliver his speech while running in place (which got much of the room jogging along!) and in the quiet moments of reflection.

What will I do differently next time? I'll set up the equipment the night before and start on time. I might have fewer participants - say five or six. And I would give you two days—which would give more time for individual coaching.

It must be gratifying to you to read the excellent evaluations—and to read that the participants want their staff and their peers to have this opportunity too. One participant told me that this was "career enhancing," not just for presentations but for all interactions. I think that's the best testimonial one could ask for!

Hope to talk with you soon,

David



UNIVERSITY OF CALIFORNIA

C. DAVID SCRONCE

Director

Organizational Development & Administration
Human Resources & Benefits

1111 Franklin Street, 9th Floor
Oakland, CA 94607-5200

TEL: (510) 987-0426

FAX: (510) 987-0894

E-MAIL: david.scronce@ucop.edu



July 15, 1999

To Whom It May Concern:

On behalf of Loyola Marymount University, Human Resources Department, I highly recommend Steve Whiteford's workshop on "Presenting with Power" for academic institutions and/or other professionals seeking to enhance or develop presentation skills. The workshop was informative, interactive and packed with insightful techniques that can be used right away to improve any type of presentation.

Steve is an excellent presenter and facilitator. He is intuitive, creative and dynamic. In addition, he has an incredible ability to work with all different types of audiences and understand their specific needs and concerns. We look forward to bringing him back to the campus for more workshops.

Sincerely,

Susan Vanden Bos
Susan Vanden Bos
Manager of Training and Development



11-13-98

Steve Whiteford
Expressively Speaking
1238 S. Holt Ave. Unit 4
Los Angeles, CA 90035

Dear Steve,

I just wanted to let you know that the Presentation Skills class you conducted last month really helped. It was very practical and I was able to put several things into practice immediately. In fact, I just had to do a half-hour presentation this week for about 50 of the top people at Mazda, and afterward about 10 people told me what a good job they thought I did (including my boss, Duke Hale, who said he thought it was the best presentation he has seen me do.)

Thanks again!

Scott

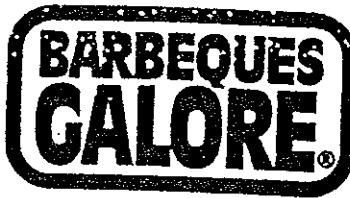
cc. Steve Schumacher



Mazda North American Operations

7755 Irvine Center Drive
PO Box 19734
Irvine, CA 92623-9734
Telephone 949.727.6542
Facsimile 949.727.6738
sslade@mazdausa.com

Scott Slade
Manager,
Customer Satisfaction



America's Largest Chain of Barbecue Stores

June 9, 1998

Steve Whiteford
Expressively Speaking
1238 S. Holt Ave., #4
Los Angeles, CA 90035

Dear Steve,

I wanted to thank you for all your help and share some results with you. I am sure you will find it rewarding to know how much your personal coaching helped prepare me for my new position.

As you will recall, the main thrust was to prepare me, as well as my team, for our General Managers conference in Las Vegas. You met that goal. Our success did not go unnoticed. We were all comfortable with the delivery of the material. The knowledge we gained on body language, stance, vocal / verbal delivery was invaluable. The other area that was of great value was your coaching on facilitating group discussions. We were able to obtain the information we needed. My team was very excited about the training they received from you. This also helps prepare them for the - Train the Trainer- rollout. You did an excellent job in streamlining an abundance of material and delivering it with very limited time.

Steve, I also want you to know that my speech turned out great! Your help in training me on delivery paid off. I had at least five to seven men tell me afterwards, that my speech brought tears to their eyes. In addition, the President of our company told me I was an eloquent speaker. How 'bout that. I took the compliment, but between you and I, a lot of the credit goes to your coaching.

One other area of your training that was especially helpful to me was in developing training material, interactive exercises, and writing clear and concise directions. You provided great materials while teaching me how to create them. I am currently writing weekly assignments for the stores, in addition to adding material for my training courses.

I look forward to working with you in the future, and once again, I'm leaving on a jet plane.

Thanks Again

A handwritten signature in cursive script that reads "Pamela Parrish".

Pamela Parrish
National Training Manager



POS 2000

April 2, 1997

To Whom It May Concern:

I have had the good fortune to work with Steve Whiteford of Expressively Speaking on a variety of high-impact, high-profile projects for PepsiCo and Taco Bell – initiatives for which I was personally accountable and were presented to the company's Board of Directors, business science audiences, and the public at large.

His work consistently exceeded my expectations, and each project was successful because of his talents as a teacher, mentor, strategist, and consultant. He is an indispensable and invaluable team member, as well as a linchpin for success.

Steve has undertaken a wide range of work with my teams, including:

- Team and individual speech / presentation skill development
- Media awareness
- Team building and management
- Strategic communications consulting
- Outplacement and career counseling.

In each, he has demonstrated an uncanny ability to take untrained, disparate personalities (often mired in the chaos of the daily grind) and mold them into cohesive, persuasive, powerful communicators who act as one. Steve is a master at understanding his pupils, what drives them, and the dynamics of their relationships with others in order to make everyone successful. His ability to impart a sense of team and to teach the proper nuances of projection, body language, delivery, inflection, cadence, and, most importantly – confidence – is the best I've ever seen.

Among Steve's many dynamic traits are a relentless drive for results, total commitment to the task at hand, superb and comprehensive skill set, careful attention to detail, consistent follow-through, and exceptional integrity. I consider him a friend and trusted advisor.

I wholeheartedly recommend Steve Whiteford for anyone in need of superior communications and skills development.

Sincerely,

Paul Marcus
Manager of Communications
PepsiCo, Inc.

Robert H. Bolte
Vice President
Corporate Marketing Services

July 3, 1996

Mr. Steve Whiteford
Impact Training Associates
320 Arden Avenue, Suite 240
Glendale, CA 91203

Dear Steve:

Thanks for your considerable help in sharpening my speaking skills and in improving my talk on Clorox advertising. I believe my presentation to the analysts went surprisingly well, in large part due to your help.

I look forward to working with you on "refresher" training in the future.

Best regards,,



RHB/jb

cc: Marie Moran

The Clorox Company
1221 Broadway
Oakland, California
94612-1888

P.O. Box 24305
Oakland, California
94623-1305

510-271-7523
Fax: 510-271-2127

Barbara Montes
Supervisor of Administration
Orange County Sales Office



CIGNA HealthCare

January 11, 1995

2400 East Katella Avenue
Suite 250-A
Anaheim, CA 92806
Telephone 714.939.5858
Facsimile 714.939.5860

Ms. Barbara Montes
Supervisor of Administration
CIGNA HealthCare
2400 East Katella Avenue, Suite 250-A
Anaheim, California 92806

To whom it may concern:

This letter is to recommend Steve Whiteford and Expressively Speaking. Last year Steve was introduced at our office while giving a 90 minute program on effective sales presentations to CIGNA's Southern California account representatives. His program was well received.

We had him return to do a day and a half of coaching for small groups of our representatives. Participants received individual coaching to enhance their personal style and effectiveness for group presentations and one-on-one enrollments. Steve has a talent for giving valuable in-depth feedback in a non-threatening manner. Our representatives improved significantly and evaluated the program as time well spent. He also successfully included information specific to our programs and added helpful hints regarding its presentation.

Steve is professional, informative and entertaining. His flexibility and talent for customizing on-line are value added.

Sincerely,

Barbara Montes
Supervisor of Administration
CIGNA HealthCare

klt

cc: Steve Whiteford

KNIGHT RIDDER



Larry Olmstead
Assistant Vice President
Human Resources/Diversity
(305) 376-3934

Knight-Ridder, Inc.
One Herald Plaza
Miami, Florida 33132-1693

April 20, 1995

Steve Whiteford
Expressively Speaking
2455 Silverlake Blvd., Unit D
Los Angeles, CA 90039

Dear Steve:

Thanks for following up our San Francisco conversation.

We were so inspired by your work there that we decided to include presentation skills as part of our overall diversity Train-the-Trainer program in Miami next month. However, we ended up hiring a local consultant who was known to people here at Corporate.

Having said that: It's possible we will hold yet another Train-the-Trainer, this one on the West Coast in late July or early August. It might make sense to think about inquiring about your services for that workshop.

If it's OK with you, I'll contact you by early June to let you know where that stands?

Again, thanks for getting back to me, and for your interest in doing business with Knight-Ridder. I'll be in touch.

Best,

Larry Olmstead

LO/plg

WESTERN FEDERAL SAVINGS



July 13, 1992

Expressively Speaking
2455 D Silverlake Boulevard
Los Angeles, CA 90039

Attn: Steve Whiteford

To Whom It May Concern:

I first worked with Steve Whiteford when I took a public session of EXPRESSIVELY SPEAKING at Santa Monica College Extension. I enjoyed the class and felt that I learned alot about presenting and speaking and gained confidence. However, I wanted more instruction and practice time, so I invited Steve to customize a program for my division at WESTERN FEDERAL.

We chose a 2 hour class, once a week for eight weeks as our format. Twelve participants, including various department managers, signed up for the class. In spite of some absences created by work matters of high priority, staff members were enthusiastic about attending class. Everyone felt that they learned important new techniques to increase personal presence, speak effectively, and do so with greater confidence.

Steve's training style is very professional, enthusiastic and caring.

We intend to bring Steve back for training in other departments. The only thing we may change is the class format, opting for a more condensed class time.

Sincerely,

A handwritten signature in black ink that reads 'Megan Davidson'. The signature is written in a cursive, flowing style.

Megan Davidson
Senior Vice President
Secondary Marketing

WESTERN FEDERAL SAVINGS & LOAN ASSOCIATION

13160 MINDANAO WAY
P.O. BOX 9959
MARINA DEL REY, CALIFORNIA 90292
(310) 306-6500

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MICHAEL R. NEBENZAHL
JULIE L. HALL
AARON R. FRIEDMAN
MIA CARBONNE
GERALD J. MILLER

OF COUNSEL
ERIC JULBER

May 26, 1989

To Whom It May Concern:

Re: Steve Whiteford
Expressively Speaking

I wish to sincerely recommend Steve Whiteford as a vocal consultant and speech coach.

As a trial lawyer, I make my living by speaking effectively. I came to Steve with some specific problems, namely, developing more vocal options for projecting varying tonalities, the elimination of non-words from my speech patterns, and to lessen vocal strain caused by situations where I must speak as long as eight hours per day.

Steve not only helped me with these areas, but gave me additional pointers for other areas of public speaking as well.

As an instructor he is very professional, and patient.

I would not hesitate to recommend him to anyone who sincerely wishes to either overcome a problem or improve their speaking skills.

Sincerely,



J. Clark Aristei

JCA:mll

NILSSON, WURST & GREEN

ATTORNEYS AT LAW

BYARD G. NILSSON
HAROLD E. WURST
ROBERT A. GREEN
JAI HO RHO
ANNE WANG

REENA KUYPER
REG. U.S. PATENT AGENT

OF COUNSEL
WILLIAM P. GREEN*

*DENOTES PROFESSIONAL CORPORATION

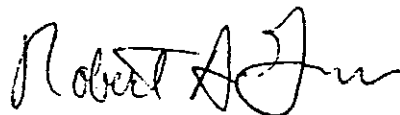
THIRTY-SECOND FLOOR
707 WILSHIRE BOULEVARD
LOS ANGELES, CALIFORNIA 90017
(213) 243-8000
FACSIMILE (213) 243-8050

February 23, 1993

To Whom It May Concern:

I enthusiastically recommend Steve Whiteford and his program, Expresssively Speaking, for attorneys and other professionals seeking to improve the impact of their presentations. The program includes an in-depth study of the mechanics of speech and the art of oral communication. I have found these techniques helpful in virtually every interpersonal contact I have as a lawyer.

Sincerely,



Robert A. Green

RAG/ac

Unocal Refining & Marketing Division
Unocal Corporation
1660 West Anaheim Street, P.O. Box 758
Wilmington, California 90744
Telephone (213) 513-7600

PERS-1898



December 23, 1991

Los Angeles Refinery

Mr. Steve Whiteford
Expressively Speaking
2455 Silverlake, Apt. #D
Los Angeles, CA 90039

Dear Steve:

This letter will serve to convey my sincerest appreciation for the tremendous job you did with your Accent Reduction Workshops this fall. The feedback from all of the participants was overwhelmingly positive.

Most importantly however, is the obvious improvement the graduates have shown with their speaking ability. As many of them speak over the intercom system each day, it is evident they have made significant progress.

We look forward to working with you again in 1992.

Sincerely,

A handwritten signature in cursive script that reads "Joanna Davidovich".

JOANNA DAVIDOVICH, Supervisor
Training & Development

JD:cm

KATHY A. SMITH

138 SOUTH BENTLEY AVENUE
LOS ANGELES, CA 90049
213-471-6513

To Whom It May Concern,

I would like to take this opportunity to recommend Steve Whiteford as an excellent speech/diction instructor as well as an on-camera coach.

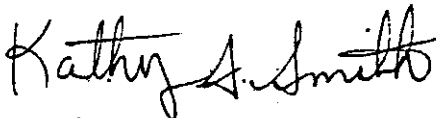
I have worked with Steve for over two years (as my schedule has allowed) in short term lesson groups to improve my diction and speaking-voice for television and video work.

I have greatly benefitted from his working with me. I have learned to produce a better and stronger sounding voice that is expressive and natural. Steve's instruction has given range, power and confidence to my expression in the wide variety of media which I am required to speak (hosting on broadcast television, on-camera instruction [video], public presentation and business meetings).

Steve takes an intuitive and spontaneous approach in his instruction. I find this approach agreeable because of Steve's exceptional ability to focus on my specific needs for each different speaking situation.

Changing speech and improving presentation skills is very difficult, but because Steve imparts an attitude that is positive, encouraging, and fun, I have really enjoyed the work.

Sincerely,



Kathy Smith
Reporter, Health and Fitness THE TODAY SHOW, N.B.C.