



Pharmacia & Upjohn

Pharmacia Iovision Inc.

To whom it may concern:

I am the General Manager of Pharmacia Iovision a division of Pharmacia & Upjohn a Fortune 100 Company. We design, develop and manufacture Silicone Intraocular Lenses used in cataract surgery. Our facility is ISO 9001 and EN 46001 certified with approximately 100 employees.

I recently engaged Steve Whiteford to help me in the continued development and training of the management staff in our company. In particular, Steve was asked to work with each individual manager on team oriented concepts, conflict management and communication skills. After an extensive survey we found there were indications within our management team and consequently with our employees of dysfunctional behavior resulting in lost productivity and deteriorating morale.

Steve had a real challenge as the management staff consisted of two very strong willed, dominant and intimidating managers and several low keyed, passive managers. There was very little trust and integrity among the group. I also asked Steve to assist me personally in leadership development.

Steve took the challenge head on, quickly gaining insight into each managers style, the pulse of the team and the corrective action required. Over a period of several weeks he worked with each manager to give each of us the tools to communicate openly and truthfully. He used several interesting and creative techniques to address each management style. As Steve has often said "speaking the truth and holding people accountable take's courage." He also taught us that changing ones behavior takes commitment and discipline. I found Steve to be intuitive and straight forward.

In summary, Steve's work with our management team has brought us to a higher level of team work and productivity. I feel that he has helped the management team to hold each other more accountable in a professional and truthful way. I have seen the results within the management staff and I believe the employees have seen it as well. Overall morale has also improved.

Steve Whiteford has made a difference in our company and I would highly recommend him to any company experiencing similar organizational problems.

If you have any questions, please feel free to contact me.

Sincerely,

Ronald M. Dacko
General Manager



June 25, 1998

To Whom It May Concern:

I had the good fortune of coming to know Steve Whiteford's work when he was engaged as a consultant to the Learning Resource Center at Loyola Marymount University. Steve's work with me and other members of our staff on team-building skills was excellent; he provided a variety of useful insights and strategies, which have in a short time enabled us to work together more effectively and cooperatively.

As an academic, I know the challenges of negotiating this particular culture; during individual sessions with Steve, he chose--and adapted--his knowledge set in ways that were appropriate and useful to my setting. Regardless of what we addressed--conflict, vision, maintenance, or openness--he used concrete illustrations, all of which helped me to become more aware of how I can achieve better communication and outcomes with my colleagues.

In addition, he demonstrated a keen understanding of human nature and was sensitive and discreet throughout our training process. He was also responsive to our needs, our calls, our requests.

Without qualification, I would recommend Steve and the services of Expressively Speaking. I think they're terrific!

Sincerely,

Kevin O'Connor, Ph.D.
Director

October 24, 1997

Dear Steve,

It's been about two months since our final Executive Coaching session and I wanted to update you on my progress. At this point our international and domestic company have both gone through an organizational change and I predict many changes to come. As the Human Resources Director working for both companies, I am faced with many challenges on a daily basis. Many of my challenges involve working with human emotion, department communication, management training, appropriate staffing and strategic compensation programs to develop high performance teams that match our company goals.

When we first met I had the technical skills to do my job and worked very well with most employees and managers. My area of improvement concentrated on working effectively with some strong executives, who dominated meetings, used intimidation and did not understand how valuable the human asset is to the organization. I wanted to learn how to use my influence and persuasion to speak with power during important meetings and maximize my value and contribution.

I am happy to say our work together has made a tremendous impact on me and a noticeable difference on how I come across in those Executive Meetings. I now show my passion to everyone in the company, whether they are intimidating or not. I discovered that each time I stand up for what I believe and expand on my concept, the more people are listening and becoming allies to the human value. With your help, I have been able to use my powerful persuasion skills to influence those strong executives. In the mean time I am making both companies a better place to work and creating high performance teams.

Steve, thank you for helping me use my strengths to create change in my organization. I look forward to working with you in the future and would be happy recommend your coaching services to anyone who wants to create change and make a difference in their company.

Respectfully Yours,



Ange Rakov
Director of Human Resources



November 24, 1996

Dear Steve,

Thank you for the very kind words expressed in your note dated November 12. As I mentioned when we spoke several weeks ago, I am very grateful to you for the manner in which you presented certain sections of your presentation course.

In the past, I knew I had the ability to control my professional and personal choices, but I allowed others to do so. Deep soul searching, focused thinking and your instruction allowed me to take the initiative to straighten out my life by being open and direct.

Thank you for helping me to be very, very happy and content with myself.

I wish you the best of luck in all you do.

Sincerely,

Roi Bonmuelw

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.

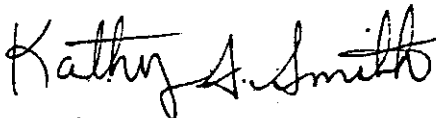
I have worked with Steve for over two years (as my schedule has allowed) in short term lesson groups to improve my diction and speaking-voice for television and video work.

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.

FOGEL, FELDMAN, OSTROV, RINGLER & KLEVENS

A LAW CORPORATION

5900 WILSHIRE BOULEVARD

TWENTY-SIXTH FLOOR

LOS ANGELES, CALIFORNIA 90036-5185

(213) 937-6250

TELECOPIER:
(213) 931-5083

TWX:
9103214326

CABLE ADDRESS:
DESLAW

DANIEL FOGEL
LESTER G. OSTROV
LARRY R. FELDMAN
JOEL N. KLEVENS
ROBERT M. TURNER
JEROME L. RINGLER
RICHARD L. ROSETT
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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

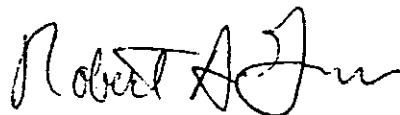
THIRTY-SECOND FLOOR
707 WILSHIRE BOULEVARD
LOS ANGELES, CALIFORNIA 90017
(213) 243-8000
FACSIMILE (213) 243-8050

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