



Craig Norman

Sr. VP Pharmacy

October 7, 2014

Eric Boles
The Game Changers, Inc.
eric@thegamechangersinc.com

Dear Eric,

On behalf of H-E-B Pharmacy, we appreciate the time and effort you took to share your thoughts and experiences at the 2014 H-E-B Pharmacy Conference in San Antonio.

The feedback I have received from our pharmacists has been extremely positive. I was told you were one of the best speakers the conference has ever had. Your openness to share your family issues humanized the message and endeared you to the audience. The way you tied your on field leadership lessons from your football career was something that our partners could easily identify with. Thanking everyone at the end for the service they provide and tying that back to your own experiences at your local pharmacy, while challenging them to "boldly go where no pharmacist has gone before" was well received.

Again, thank you for joining us at our conference and best to you and your family in your personal and professional endeavors.

Oh yes...and Go Seahawks, that was quite the game last night!!

Sincerely,

Craig Norman
Senior V.P. Pharmacy