



Starbucks Coffee Company
PO Box 34067
Seattle, WA 98124
206/318-1575

Mr. Tom Flick
Tom Flick Communications
9718 – 208th Ave. NE
Redmond, WA 98053

Dear Tom,

I wanted to write and personally thank you for the truly outstanding job you did in keynoting our Store Development Conference here in Seattle. Our over 1,000 store development leaders were the beneficiaries of your incredible message.

As a member of the audience, I was completely drawn in by your style as well as the strength of your message. You are a great story teller and have a unique ability to touch our emotions and inspire us to achieve our personal best.

Tom, while most great speakers like yourself are great story tellers, I was personally most impressed by your ability to personalize your message for our leadership team. You had obviously done your homework on more than just the facts, figures, and vernacular of Starbucks. It was obvious that you had taken the extra time to understand our culture and personality.

As I sat and listened to your presentation you were so “right on” with your examples and illustrations that I felt as if you had been part of Starbucks for years. This sentiment was echoed by our leaders who went out of their way to tell me how much they enjoyed your speech and how inspired they were by your message.

Tom, I look forward to inviting you to speak at future Starbucks events and I enthusiastically recommend you to anyone seeking to make a powerful and positive impact on their people and culture.

Sincerely,

Jim Alling

Jim Alling
President Starbucks Coffee International
Starbucks Coffee Company