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Mr. Fred Stokes  
Fred Stokes Group, Ltd.

Dear Fred:

Your talk ended a 47-year run of military speakers at our annual salute to the best of the best in military foodservice, the Food Service Excellence Awards for Army, Navy, Marine Corps, Coast Guard and Military Sealift Command. So it was a bit of a risky move on our part to make that change. The future was in your hands, and you delivered an outstanding talk which won everyone over to the concept of notable civilian speakers as an alternative to high ranking military speakers - which included the Secretary of the Navy, and Army, Commandant of the Marine Corps, Chief of Naval Operations, etc.

Your comments were right on. The comparisons of preparations which result in a Super Bowl victory, and the best food service operator awards, were a hit with the attendees. Your targeted messages throughout your talk were very much appreciated by the winners and others. Quite often speakers give us a litany of facts and figures regarding warfare; your talk gave us the reasons why people should be proud to win such an award.

Additionally, your seminar on Change was the number one rated program, out of about 20, at our conference, with nothing but 5's on a scale of 1 to 5 for your talk.

And, your wonderful personality was enjoyed by all who got to meet you at the hospitality reception the first night. The many people who got to meet you were very impressed by your friendly nature, your humble attitude, and the ability to slide that Super Bowl ring on their own fingers. You gave us a lot of laughs and made it a very special evening.

So, thanks to everything, and especially to Advance Food Products and Tom Corrick, for making your appearance possible. We hope that you will come back next year to our San Diego conference where we would like to feature you as the Keynote Speaker.

Ed Manley, MCFE  
President and Chief Operating Officer

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