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To Those Fortunate Enough To Be Working With Joe Roberts,

Chances are if you are reading this letter, you are faced with the opportunity of working with Mr. Joe Roberts in some capacity. I know from personal experience that hiring a speaker or seminar leader is very stressful. I remember that from my life as an executive in Toronto. Although the speaker fees seemed high when hiring high calibre speakers like Jim Rohn, Rick Hansen, and Mark Victor Hanson, in reality they really only represented a fraction of the overall budget. However, even though the fees were a fraction of the budget, it was the speaker or seminar leader that would "make or break" the event.

There was no stress in hiring Joe for our event. I had heard him present to a massive audience in the thousands where he received an emotional, heart felt, and extensive standing ovation. Why? Because Joe speaks from experience: he has been to hell and not only returned, but returned with flying colours. Joe is real. In my opinion, there are two ways to achieve success in live...you can inherit it, or you can gain the strength to knock on doors. I respect the latter, and Joe can relate to the challenge of cold calling because it's obvious that he has done it with huge success.

I can personally confirm without any hesitation or reservation that Joe Roberts takes his assignments seriously, and he will follow through with the highest level of professionalism and enthusiasm. I have hired many speakers, clinicians, and trainers, and without any doubt or reservation, I would hire Joe to carry any message to any audience. Share your objectives with Joe and then stand back and watch. You have my word that you won't be disappointed, your audience will thank you, and you will be the hero!

If this doesn't convince you, I welcome your call.

Sincerely,

Kevin G. Armstrong, CPBA, CPVA, B.Ed.
President

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