



November 13, 2008

To Whom It May Concern:

It is my pleasure to recommend and endorse Greg McCann as a presenter for any family business event that may be considered.

Greg visited the Family Business Program at Saginaw Valley State University in Mid-Michigan in early October, 2008, and participated in several events for College of Business and Management faculty, business students, and community leaders. In each case, he was very well received. His delivery and rapport with each audience was excellent; the substance of his remarks was outstanding. Definitely, he not only met but exceeded our expectations in every regard.

Greg's discussion with faculty focused on the relevance and importance of family business in the B-school curriculum. Greg gave an excellent overview of Stetson University's development of a family business degree program, based on the holistic model of integrating academics, research and community outreach. Greg later met privately with an SVSU professor to provide further insight and recommendations as to how our university might move forward with development of a family business minor.

Greg's presentation for students was a 90-minute workshop on Applied Intelligence. It was very well attended with some 80 students who were actively engaged during the event. Their appreciation for the content and Greg's animated interface with them is evidenced by the fact that, on a scale of 1 to 5 with 5 being "Excellent," they ranked the overall value of the session at 4.7.

"My Life Plan: The 8 Challenges" was the title of Greg's 2 1/2-hour workshop for family business leaders from the community. He was very well prepared, with an individual workbook for participants tailored specifically to our event, and well coordinated with his PowerPoint slides. His presentation was an effective mix of didactic, personal examples, humor, and participatory exercises. The scores on the standard evaluation form that we use were among the highest that any of our visiting experts had received, with an average of 4.6 on a 5.0 scale.

It was a pleasure working with Greg and his office staff, both in the preparation for the events and while Greg was on our campus. His professionalism and flexibility, along with his expert command of the subject and appealing presentation style, made for a truly outstanding series of events.

Sincerely,

Rejeana R. Heinrich
Associate Director
SVSU Family Business Program

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