



Boston Chapter  
Strategic Leadership Forum  
***Leading Strategically to Drive Profitable Growth***

Loyd

Your expertise and desire to roll up your sleeves has been invaluable to the Boston Chapter over the last year.

A year ago the Strategic Leadership Forum needed to redefine its direction, clarity of message and our communications were far too complex and fuzzy. You have helped us enormously, to focus, simplify, and communicate more precisely to our customers the benefits we offer monthly through our programs. Your writing, creative, and marketing skills have been of great help. You are able to read, research and figure out even the most intangible or complex of subjects and then translate them into content that is easy to understand and relevant. This has helped us, on the steering committee, reposition the Forum in a more practical and meaningful way to executives who want to lead strategically to drive profitable growth.

I also want to thank you for your responsiveness and thoroughness. It has been so helpful when evaluating and forming alliances with other associations like the Harvard Bookstore's "Competitive Advantage Breakfast Forum", UMASS Lowell "School of Management Special Programs", The Computer Museum's "Business Breakfast", the "Association for Corporate Growth", and the Society for Competitive Intelligence". We have made progress partnering with significant others because of your diligence and innovative insights.

I am so glad that you took the initiative to design, build and implement our new web site. The Forum's marketing efforts will rely heavily on this new medium in 1998-99. Also the way you set up a list server to manage the email mailing list and have sent out last minute reminders has proven a wonderful complement to our more conventional methods of communicating.

I hope you will continue to help us out next year as Vice President of Marketing and Communications for the Boston Chapter. Your work and contribution in 1997-98 has been outstanding and I don't know where we would be without you.

Sincerely yours,

William F. Bradlee President

***<http://www.sbiz.org>***  
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