

Keith Fraidenburg
3300 Washtenaw Avenue, Ste 225
Ann Arbor, MI 48104
March 14, 2014

Allison Massari
San Francisco, CA

Dear Allison:

The presentation you gave at the 2014 CHIME/HIMSS CIO Forum yesterday on healthcare was, in a word, astounding! We are still very much basking in the glow of the event, for which we owe you our deepest gratitude for capping off a great day with one of the most memorable and impactful keynotes in CIO Forum history.

Our group was absolutely riveted to your every word within the first minute of your taking the stage, and you kept them mesmerized for the entire hour. You spoke with such passion, compassion, energy, and charisma and connected with our audience on a deep and truly emotional level. Several of our staff commented at how astonished they were that our group gave you a standing ovation as many on our team have never seen that before. In fact, I can only remember one other time that happened in my 16 years with CHIME, and we have had some really terrific speakers.

Immediately following the event and for days afterward, countless attendees approached me, our CEO, and members of our staff and Board to share with us how excited they were about the event and, more specifically, how moved they were by you and your message.

I would be delighted to provide a glowing referral to anyone considering having you at their event. Thank you again, and please keep sharing your message.

Sincerely,



Keith Fraidenburg
Vice President, Education & Communications
College of Healthcare Information Management Executives (CHIME)