



Tennessee Society of
Association Executives

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Kordell Norton, CSP
2133 E. Stanwick Rd, #12
Cottonwood Heights, UT 84121

Dear Kordell,

Great stuff. I was amazed that the last several days the registrations blossomed by 50% as we began to promote your sessions. I would suspect that you had an influence there.

Some of the comments I heard about your presentations were things like . . .

- "Great guy, very energetic"
- "I learned a lot from him, stuff that I could apply"
- "Awesome"
- "Absolutely fabulous, I have more stuff to use than I have gotten from these conferences for years."
- "A LOT of fun."

That you were able to do a mini-sales training for my exhibitors pre-conference, then the opening keynote, to follow that with a packed breakout speaks to your value. Great job! Working with you was a pleasure, and I appreciate your suggestions and feedback as we planned the sessions.

Thank you so much,

Jenny Matthews

Executive Director
Tennessee Society of Association Executives

