



TAMPA CONVENTION CENTER

To Whom It May Concern:

The Tampa Convention Center has recently undergone an organizational and philosophical restructuring. The focus of our business unit is now on Guest Service, Employee Development and Financial Responsibility. While recognizing the need for stability and growth, we also realized change was needed to stimulate this advancement and accountability.

Barry Banther was recommended to us through the business community as a professional coach and mentor. Barry outlined a program called "Creating Championship Guest Service," which utilized three sessions involving our leadership teams and ultimately all staff. Goals and action plans were established; but, more importantly, the value of our relationships with each other, our clients, and all of our "stakeholders" was presented and clearly understood by those participating. Barry has helped our leadership team and our staff in understanding what is important about what we do and how we interact with our various partners.

Barry also facilitated a Sales Synergy workshop which involved Sales Managers from various entities, all with similar goals. This has been instrumental in garnishing understanding and empathy in bringing together a team from within different organizations.

Barry's work as coach continues with follow-up sessions at the convention center, and I look forward to his continued help and support.

Please call me directly if I can be of assistance.

Yours truly,

John G. Moors, Administrator
Convention Facilities & Tourism

JGM/jm.barrybantherltr.doc