



Dear Business Leader,

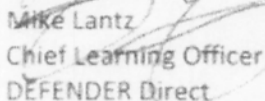
Once a year, DEFENDER Direct brings all of our employees in from across the country for a day full of motivation, encouragement and self-discovery at our National Leadership Convention. We had the honor and privilege of having Mr. Willie Jolley as one of our two keynote speakers this past February, and the feedback we continue to receive is awe-inspiring. Willie's message from the stage was both captivating and humbling, and what made him especially unique was the fact that his appearance did not end when his speech was over, but instead, he made himself available in our Marketplace to meet employees and hear their stories. One employee was overheard telling Mr. Jolley that he changed that person's outlook on life. I'm confident that one employee was just one of hundreds who feel that way, but not everyone was able to get to Willie to tell him in person.

Willie's impact didn't stop at our Leadership Convention. He affected our entire community. Before he spoke each afternoon, he went to local inner city schools and spoke to the fourth and fifth graders there. One of the students wrote to tell us about the profound impact Willie had on him: "You changed my life. I now think **before** I act and I am much more confident about my future and career." The principle of the school later emailed us telling us that Willie's message was just what their students needed and that he hopes we can make this a recurring event.

Willie had some free time on his last night and heard me speaking to someone about how my family and I were headed to a local homeless resource center to serve later that night. He asked if he and his wife, Dee could come along and serve. Not only did they serve the homeless that night, but he spoke to them before dinner, offering words of encouragement, and walked around getting to know them. He gave hope to the hopeless and inspiration to people who needed it more than anything.

Willie has left a long-lasting impression on our staff and our community. We have quite the challenge waiting for us when we choose a new keynote speaker for next year's convention because he or she will have very big shoes to fill. We are extremely grateful for the opportunity to meet and work with Willie Jolley and we are excited to continue to find new ways we can work with and learn from him in the future.

In humble gratitude,


Mike Lantz
Chief Learning Officer
DEFENDER Direct

