

## Brian Biro Testimonials

Brian - thank you so much for your outstanding presentation at our Texas Dairy Queen Convention last week. We have never received so many enthusiastically positive comments for any speaker as we did for you. In fact, as I stood at the door after our two speakers the second day of our Convention, countless people, as they exited, said almost the same thing as they left those other presentations..."I really liked this speaker...he was very good, but yesterday, Brian Biro was GREAT."

All the best, *L.N. CEO Texas Dairy Queen*

Hi Brian, Wow! Thanks for doing an incredible job at our expo. The Energy, wisdom and knowledge that you brought to the conference this year was incredible. I can honestly say that you were the best speaker we have ever had. I just finished reading all of the reviews that we handed out at the end of the day and I truly believe that there will be lasting impact on the lives of some of the franchisees/managers. The comments that they wrote down about what they learned from the presentation were "It all starts with me", "focus on vision not obstacles", "take personal responsibility for my success", "move and create more energy" and my personal favorite "enjoy every precious moment". These are very important things to remember in a franchise business, sometimes the franchisee will sit and wait for the franchisor to help them or direct them before they take action.

I was blown away when you picked Trish to break the first board in front of the group. There is no way you could have known this but she has endured some serious medical issues over the past year and her partner is currently suffering from terminal brain cancer. I was having a tough time holding back tears when she broke her board. Trish actually went back in the hospital last Wednesday and I hope that her experience at the Expo gives her some added strength.

I'm pretty involved in the franchise community as a member of the International Franchise Association. Franchising is a unique business model where franchise companies are often sharing best practices. If I'm asked by someone if I can recommend a speaker, I will be sure to pass along your name.

On a personal note, I have an 11-year-old daughter and 7-year-old son they both play sports and are very active. I taught them the WOO cheer and we have done it about ten times in the last week to get our energy level up and ready to take on another day or challenge.

Thanks again for great event! M.F. President *Philly Soft Pretzel Factory*

Marty,

Thank you so very much for bringing Brian to us. The response from my office was OVERWHELMING. They all loved it! I had almost the whole team there and every one of them was so thankful for the opportunity to see and hear Brian's message. It definitely had an impact on us all. I think we received a gift that will be with us the rest of our lives. Thanks again! Jason Director IHOP

Brian, I wish I could convey to you in words what an impact your insight has had on the Concord Team. I knew what the experience meant to me a year ago, but there is always the question whether others would have such an experience. There is no doubt that it was life changing for all.

I want to share some background so you can understand why you had such an impact. I came aboard Concord a little over one year ago. Prior to that time, I was in private practice as an attorney. Concord was a client. After 13 years in the same place, and loving every second of what I did, I decided to come on board with Concord. (As you can imagine, it was a tough decision in that I was in no way looking to leave . . . an "angel" gave me direction . . . which is another story!)

At the time I came to Concord, the President, Larry, was just getting back into the business after a bout with cancer which kept him out for at least a year. Prior to that time, those that were running the company for Larry had a strong focus on bottom line dollars, at all costs. At that time, Concord was very much a "top down" company. Such a philosophy is 180 degrees from either Larry's and mine. Don't get me wrong, we both like money. We just believe in a different way of getting it.

It has been a struggle to gain trust from managers and others who have not been properly valued. We keep gaining, bit by bit, person by person. They have had to see the walk, not just the talk, and it has taken time. We really have been moving the mark in the last months.

YOUR PRESENCE AND MOTIVATION helped move us to a point that would have taken us months, or years, without you.

I believe that service to others is the wood with which we build our stairways to Heaven. Brian, you personally own the Amana Reserve.

*Thank you. M.S. Vice President*

*Concord - where great Employees choose to be a member of the TEAM and Guests can't wait to be part of a wonderful experience. ~QFSC~*

Brian-

I can't tell you enough the positive comments that we continue to receive from our staff concerning your presentation in Lincoln. They have been given a lesson that they will carry with them for years to come, and soooo much motivation! We can't thank you enough for sharing the special gift that you have, and for making a difference in the lives of others.

We will, without a doubt, recommend your presentation to anyone that may ask! *D.R. Concord Hospitality*

Brian

Our GM's did not talk about anything but you and their experience with you, at the party last night. I have been with TGI Fridays for 19 years and I have never seen such a reaction and connection from our people. Thank you for giving of yourself so unselfishly - you have had profound impact!

*B.M. VP TGI Friday's*