



December 27, 2016

Shawn Hanks
CEO, Premiere Speakers Bureau

Dear Shawn,

I wanted to provide a letter of recommendation to share the experience we had with Bre Lasley speaking at our 2016 Company Christmas dinner party. Given the nature of her story, I was apprehensive about our Christmas party being an appropriate function. I expressed this concern to her, yet she assured me it would work.

We had approximately 55 people attend our Christmas dinner and every single person was riveted. On the edge of their seat. Her presentation and pace was excellent. Her timing was impeccably matched with the attention of the audience, and she added just enough levity when needed.

Yet, there was a raw, honest humanity to how she shared. You got a glimpse into her heart. Her goodness. And the woman of resolve she has become due to her experience. There was an inspiring strength that came from her willingness to share such an experience.

For me, what was perhaps most impactful, was her openness and vulnerability with the audience. This helped the audience reciprocate and be vulnerable in return. It's my belief that in order for a public speaker to connect and make a true impact with their given audience, they must be able to emotionally connect. Once they emotionally connect, their message settles on the minds of those listening and can create a real and meaningful difference in their lives. Bre connected with us.

Bre's message to us was a story of redemption. An emphasis on change that is sure to come in life (whether it's professional, personal, business change, etc). She emphasized that change happens, but the point is what will you do with that change. How will we react?

Lastly, she tied her story to the spirit of the season. Emphasizing the perfect timing of multiple "angels" that played a role in saving her from her attacker. She then challenged each of us to be someone's angel. A great way to tie back to her promise that her story was suitable for the season.

The feedback we got from all in attendance was resoundingly positive. Should you desire to speak further about our experience, feel free to contact me per the information below.

Sincerely,

Bret Rasmussen
Founder & CEO, KURU Footwear