

## Keynote Speaker Reference Letter

Closing Keynote - Ontario Institute of the PMAC 13<sup>th</sup> Annual Conference, October 22-23, 2010, Toronto Congress Centre

Jeff Ashcroft was the closing keynote at our OIPMAC 2010 Annual Conference. His presentation on Social Media in the Supply Chain was entertaining, informative and interesting. Our conference had over 300 registered participants and Jeff was able to engage the audience with a comprehensive and dynamic presentation.

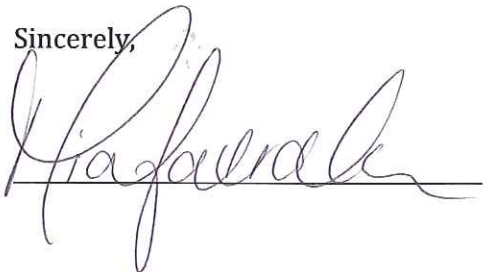
I came upon Jeff Ashcroft's work while doing research for our online SCM Resource Centre. I found his Supply Chain Network site to be full of current supply chain management information and his grasp of social media to be far-reaching. I thought our delegates would benefit from his expertise, and they certainly did.

Jeff's presentation received very positive reviews from our delegates. Post-conference evaluations showed a high appreciation for the content - which was relevant and very informative- as well as the delivery, which was commended for its fluidity and enthusiasm.

Personally, I learned quite a bit about my professional online presence, the hidden benefits to social media, and the overall contribution it can make in business. Although social media is a trendy topic, Jeff Ashcroft's presentation was able to clearly show the opportunities it presents for the future of supply chain and convey the real value and opportunities to our delegates.

Jeff Ashcroft is a knowledgeable, interesting, and relevant speaker. His ability to engage the audience is commendable and his awareness of the subject matter, remarkable. I very much enjoyed having Jeff Ashcroft at our conference. He was a pleasure to watch and great to work with and I would absolutely recommend him as a speaker.

Sincerely,



Mia Fatrdla

Project Coordinator -OIPMAC Annual Conference, SCM Resource Centre  
Ontario Institute of the Purchasing Management Association of Canada