



First American

Louis Pontani
Vice President, Head of Division Sales and Marketing
First American Title Insurance Company

5/19/2015

RE: Speaking Engagement

Dear Mark,

You “hit it out of the park” or rather you “slammed it”. Thank you for the outstanding performance and presentation at our event. The four commitments of a winning team is genius because it applies to more than just work, it applies to everything in life. Our audience ranked your presentation in the top 3 out of the 18 speakers we had at the event. The story you tell brings together simple precepts that people often recognize individually but fail to connect into a powerful recipe.

For the last 3 years I have had the opportunity to hire speakers such as; boxers and football players. Like you they all have great stories, unlike you they all lacked specific principals the audience could bring back to their businesses.

Should you need a reference and I can't be reached, all I can say is this, when you hire Mark Eaton you are not hiring a retired professional athlete with a good story. You are hiring someone with a formula to elevate performance at both the individual and group level, who just happens to be a retired professional athlete.

All the best,

Lou Pontani