



FRANCHISING®
Building local businesses,
one opportunity at a time.

March 26, 2015

Ms. Terri Morrison
3510 Goshen Road
Newtown Square, PA 19073

Dear Terri,

On behalf of the International Franchise Association (IFA), I would like to thank you for your informative and entertaining presentation - *Kiss, Bow or Shake Hands: Communicating Across Cultures!* Your seminar was perfectly in synch with IFA's vision of building a global franchise community, and added to the success of our 2015 Convention in Las Vegas, Nevada. Attendees appreciated the value of your data, and submitted many positive comments in the follow up surveys such as "Great Presentation, very informative.", "Outstanding" and even "Best session in years".

It was a pleasure working with you; we look forward to future opportunities to share intercultural marketing and negotiating intelligence with our members – and look forward to your next book!

Best regards,

Josh Merin
Director of International Affairs