
JAMES C. WETHERBE

Testimonials

It was one thing to watch your eye-opening presentation unfold at the United Supermarkets Leadership Meeting. We were thoroughly educated and found your information valuable in helping us adjust a number of our own internal practices and become even more efficient. I could tell our Team Members were deeply engaged in your presentation, and afterward, every bit of feedback we received was positive. All of that was indeed great, but when you then returned your honorarium to us and asked our company to create a scholarship fund to reward Team Members for their innovative ideas, that spoke volumes to me about not just talking the talk, but also walking the walk. Thank you.

Robert Taylor
CEO
United Supermarkets

When we were asked to host the National FORUM for family owned exclusive clothing stores, we aspired to make a powerful and memorable impression for our well-heeled colleagues from the likes of New York and San Francisco. Your keynote address at the Overton did just that for the FORUM, Lubbock, and Texas Tech. Your thought-provoking ideas on leadership, technology and communication were the ongoing topic of conversation throughout the remainder of the conference. "Best speech ever" was expressed often. I was deeply moved by your generous gift of time and books in acknowledgment of my contributions to Texas Tech.

John Malouf
Chairman and Founder
Maloufs

Though it was inconvenient to travel to Boston at the time, I was glad I did...It was the first time I had heard a presentation on information technology that made sense to me as a CEO. As a result, I invited Jim to join the Board of Directors of Best Buy as we were facing challenging IT decisions. To my pleasant surprise, Jim brought more to us than technology expertise; he brought compelling perspectives on leadership, strategy and demonstrated strong communication skills that greatly contributed to positive outcomes from our board meetings.

Richard M. Schulze
Founder and Chairman
Best Buy Co., Inc.

-Letter addressed to the President of the University of Memphis:

Dr. James C. Wetherbe was a tremendous asset at our recent business seminar in Miami. We invite many of our most important customers to join us at the Federal Express Orange Bowl. Dr. Wetherbe was an outstanding speaker and we continue to receive positive feedback on his presentation. We sincerely hope he is available to participate in future Federal Express seminars.

Fred Smith
Chairman and CEO
FedEx

I wanted to tell you that I have never heard or seen a presentation as exciting, dramatic and logical as yours as to what information systems can do in our immediate future!

Juergen Bartels
President
Carlson Hospitality Group, Inc.

The evaluations for the DIS Users' Conference have been tabulated and analyzed. You were the star of the General Session! Such adjectives as "dynamic," "excellent," "a treat," "entertaining," "exceptional," "fantastic," were accolades thrown your way. For many, your speech was worth the entire conference fee.

Myra Belfiore
Account Manager
Meetings Plus

THANK YOU! I had to write you to thank you for being our opening keynote speaker at the Chairman's Leadership Conference. You were absolutely great!

Many of our executives commented on your ability to provide invaluable insight on using technology without being technical. As you heard, some attendees were afraid that a morning filled with speeches from MIS guys was not going to be very exciting. Nothing could have been further from the truth. Your capacity to mix humor with quality, innovative information and examples kept them not only informed, but entertained.

Ronald J. Landry
Manager, Executive Support
Entergy Services, Inc.

We at J.D Power and Associates would like to express to you our sincere thanks for taking time out of your very hectic schedule to speak at our Automotive Retailer Roundtable in San Francisco, CA. It was certainly obvious that you spent a good deal of time in preparation for

the meeting and very aptly presented the topic you and I discussed. The audience reaction was very positive and all felt that the information you imparted was very topical and helpful.

Donald Keithley
Partner
J.D. Power and Associations

Attached are the conference ratings for your information. As you will note, you were the top rated speaker. No surprise...you always deliver an information-packed message with a little bit of wit thrown in for good measure. It's a real pleasure to work with a pro like you.

Patricia Shinko
Director, Educational Conferences
Food Marketing Institute

Just wanted to thank you for delivering an excellent keynote presentation at the Interex Conference & Expo. Fifty-five percent of our attendees gave you an outstanding ranking which is unheard of for our notoriously tough audience. We read comments like "best speaker at the conference" and "invite him back next year" on many of the evaluations and heard rave reviews about you all week.

Dina Jacobson
Conference Manager
Interex

I just wanted you to know you did the University proud at the FMI Midwinter Conference in Orlando this week. You were outstanding and your talk received many, many wonderful comments throughout the entire meeting.

I am proud of you and you should feel very good about your presentation. I hope our paths will continue to cross. Again, THANKS for a wonderful job.

Michael W. Wright
Chairman of the Board and
Chief Executive Officer
Supervalu Inc.

I want to thank you for the thought provoking presentation you made to my senior officers last Wednesday. I have received positive, enthusiastic feedback. Your clear-cut messages concerning the successful implementation of reengineering hit home with the "intelligent nodes" in the audience. Your comments have energized our organization and I look forward with anticipation to the changes which will be implemented at American National Bank.

Thank you for helping to lay the ground work for this important corporate effort.

Leo F. Mullin
Chairman and Chief Executive Officer
American National Bank

You were delightful! Not only was your message powerful and your presentation excellent...you added a true touch of class! Thank you, Dr. Wetherbe, for putting together a customized presentation for the First Banks Quality Summit that was relevant to our quality efforts and needs today.

Sandi Schmiesing
Vice President
First Banks

The attendee evaluations are in for our Seventh Annual NOMAD International Users Conference in Las Vegas from May 12 through the 16th. As I expected, you averaged a "5", our highest rating, in both content and speaking ability! Your insight into my group allowed you to deliver a substantive message in a way that was entertaining as well as enlightening. I would recommend you highly to anyone seeking a speaker in your field. In fact, I hope I have the opportunity to hear you again myself!

Sandi Richards Forman
Conference Program Chair
MUST Software International

Once again, a superb performance with its usual pragmatic meaningful content. You don't need evaluation sheets for your afternoon with us. From the cocktail hour comments, I know the ratings were tops across-the-board. Thank you.

Leonard A. Cohn
Vice President
Monsanto Company

By the enthusiastic applause you got at our conference, you already know what a great job you did and how your presentation was appreciated by the audience. Your topic of "Quality Through Information Systems" was consistent with our objective-- market-driven quality. Preliminary feedback suggest that not only was this our largest, but one of the best Communications Executive Conferences ever!

Booker T. Daniels
Conference Chairman
IBM Corporation

Thank you for the keynote address of a lifetime!

Our Annual Forum attendees were captivated by your effective blend of wisdom and wit -- not to mention the energy you generated...folks were still talking about you on Friday.

Your message set the course for our conference and was delivered with an impact which has inspired us all to make more effective use of our information resources.

Geoffrey B. Cooke and Fredia D. Barry
President and Vice-President, Marketing
Telco Research

Thank you for delivering the Keynote Address at our Information Technology Educational Forum in Louisville, KY on May 21. Your address, "Knowledge Worker Productivity", was a sell-out attraction, and you certainly lived up to your audience's expectations.

This was the first attempt at a learning experience for our IT organization here at General Electric Appliances, and the feedback has been exceptionally positive. Your role in the keynote position helped set the pace for the overall Forum.

Warren L. Shrensker
Information Technology Educational Forum Team Leader
General Electric Company

I want to thank you for your interesting and informative presentation at our recent Corporate Conference. I believe our group came away all the more committed to the proper use of available information. We also have a renewed respect for the competitive advantage available to those organizations who use information to improve performance and customer service.

Z.E. Barnes
Chairman and Chief Executive Officer
Southwestern Bell Corporation

Thank you for participating in Celebrate 75! Our 75th anniversary was an outstanding success. The success of Celebrate 75! can largely be attributed to the quality and credibility that you brought, and for that you have our appreciation.

Judging from the comments we received, your presentation had a tremendous impact on a wide range of end-user, executive and information systems customers.

Howard Latham
Conference Chair
IBM Corporation

Letter addressed to the President of the University of Minnesota:

I want to take this opportunity to let you know that Dr. James Wetherbe put on an

outstanding two-hour seminar for our bank's thirty managing officers last week. Dr. Wetherbe is a great credit to the University of Minnesota.

I thought so much of what he did for our management team that I have asked him to repeat his presentation to the remaining officers in the bank. I have also contacted several other CEO's to relay what he could accomplish for their corporations in getting their staff ready for the future.

James H. Heason, III
President & Chief Executive Officer
National City Bank

Thank you very much for your excellent presentation yesterday to the information systems group at Marriott, and for helping us to get our I/S Community Meetings off to a rousing start! The feedback from the audience has been universally positive; every one enjoyed your presentation and found the topic of "Competing with Computing" to be extremely worthwhile.

Bill Leshner and Ken Mertz
Vice President, Director of Planning
Human Resources Information Systems Division
Marriott Corporation

Let me express my personal appreciation for the most excellent contribution you made to our Diamond Jubilee Executive conference in Orlando.

The meeting was an unqualified success, due in large measure to the message you gave us and the presence you brought to our platform. You helped us make the conference a real benefit to body, mind and spirit.

John P. Danglade, CAE
Executive Vice President
Wholesale Stationers Association

Just a note to express my appreciation for your participation in Phillips Advanced Management Program at the Woodlands Inn. It was a pleasure meeting you and I enjoyed the parts of your presentation that I was able to attend. The participants rated the program as a great success. Thank you for helping make the program both an enjoyable and valuable experience for the participants.

Ed White
Corporate Training and Development
Phillips Petroleum Company

I just want you to know what rave reviews you are getting for your presentation at UNCC. I have had numerous comments from employees and clients indicating that you stimulated them and gave them new food for thought as they go about their work.

Your public speaking skills are a special and wonderful gift. Thank you so much for sharing that gift with us!

G.E. Stubbins
Vice President, Information Systems
Duke Power Company

Our recent State and Local Executive Conference in Phoenix was declared a resounding success by the 1,100 attendees.

Jim, you got us off to a great start with a keynote address that provided the perfect blend of wit and substance, and overlaid it with a tone of enthusiasm that carried on through the conference.

D. F. Jones
Director, Public Sector Industry Marketing
U.S. Marketing and Services Group
IBM Corporation

You really put our business of providing Information Services in perspective for all our managers, and this was a real treat for everyone.

My organization does not have the opportunity very often to hear from a real expert who understands their frustrations and concerns. I am still receiving many compliments on your talk and the opportunity to visit with you.

C.M. Jones
Assistant Vice President, Information Systems
Southwestern Bell Telephone

Once again, you stole our computer conference! Evaluations of your presentation brought the message loud and clear: Keep this guy coming! In short, our computer conference audience loves Jim Wetherbe. Congratulations!

Bob Walker
Director, Business Services
CENEX

I can't tell you how many wonderful comments I received because I had the good fortune of having you as a keynote speaker for the National LOMA Conference. You certainly helped tie the entire conference together.

Ann Purr
Manager, Operation and System Division
LOMA

We at the Diebold Group would like to thank you for your fine presentation at our recent Innsbrook Planning meeting. On our 4.0 scale you rated a 3.8 for content and a 4.1 for delivery (you got a 5 and a 10!). You were quite good of course in getting the message across in an entertaining way.

Gary Venn
Director
Diebold Group

One seldom gets to use the word "dynamite," but I have heard it a lot this week from staff describing your management seminar on computers. We'll be looking at ways to implement your recommendations for effective information planning.

Marge Hols
Director of Communications
Metropolitan Council

-to Dean of College:

I feel that it is important for you to know the kind of work your staff is doing in the business community. Too often the academic community is perceived as all theory and no reality. The kind of job Jim Wetherbe did at the conference dispels that enigma. He does a truly outstanding job of bridging between the university and business. He speaks our language, he understands our problems, and he is able to provide solutions. Jim Wetherbe is the best salesman the University School of Management has.

David C. Johnson
Chair, Program Committee
Minnesota Joint Computer Conference

I would like to personally extend my thanks to you for providing us with the systems overview last week. Your expertise on the subject was greatly appreciated. Also, your presentation style mixing lightheartedness with seriousness really made the program enjoyable as well as educational.

Jon Tremmel
Vice President Finance
Medtronic, Inc.

Attached is a copy of your evaluations for our management workshop. On a scale of 1-10 (with 10 being best) you received a 9.8. Again, thank you for doing an outstanding job!

Linda Harris
Director, Information Management Services
Honeywell

Thank you for an excellent job of teaching and entertaining all of us at our recent computer conference. Evaluations rated your presentation as the "most valuable." Our only regret is that we didn't video tape your talk.

Bob Walker
Director, Management Services
Land O'Lakes

Sir, I hope the evaluations give you a flavor of the comments we received for your presentation at the Integrated Strategies for Shaping Your Future Conference. As I relayed to you in person, I thought your segment was the best I had seen in some time... you did a bang up job.

Robin Vinden
Section Manager
Bell Canada

I appreciate very much your presentation at our conference. It was right on in terms of our strategic direction and in terms of the meeting itself. Our work groups continue to refer positively to your talk and use it as a reference point.

Dr. L.A. Wanninger, Jr.
Director, Information Systems
Pillsbury

"The best 2-day workshop I've ever been to in my life."

"Extraordinary!"

"You and your staff did a great job, Ted, for picking Jim Wetherbe."

These are just a few of the comments I received. The relevance of your material could not possibly have matched our needs better. I could hardly believe you could keep a hundred city managers and department heads awake and interested for two full days. Thanks for an excellent job.

Ted L. Willard
Executive Director
LOGIS

We are most grateful for the time and energy which you devoted to your presentation. Your address, "Strategic Planning," was very enthusiastically received.

Dave Jacobson
Education Coordinator
Independent Bankers Association of America

Please accept my personal thank you for attending our annual IS conference and for contributing so much to its success. You were the hit of the season, surpassing even the boat

ride. So far, every evaluation has named you as the best part of the conference.

Tom Gikoski
Program Manager
UNISYS

I just want to say thank you again for participating in the Fall Seminar. Your presence contributed greatly to the success of the seminar. We have been showered with requests from our members to use the tape of the keynote address. Your timely comments on the development of "conceptually thinking, service oriented" MIS professionals hit home with a lot of our attendees.

John Schreck
ASM Fall Seminar Committee

I would like to express my sincere thanks and appreciation for your participation on the ICMS National Symposium. Your opening discussion on the history and evolution of end user computing was a real eye opener (and everyone will remember that yawn technique for years to come). The ICMS Symposium was a terrific achievement, and you contributed significantly to helping us ensure that it was a success. Our attendees left your presentation interested and enthused about their topic, and the excellent quality and content of your presentation set the tone for the rest of the Symposium.

Ed Elliott
ICMS Symposium Chairperson

I wish to thank you for your presentation at the NOREX Minneapolis National Member Conference. Your information and discussion on "Competing with Computing" was timely and extremely well received, plus it definitely contributed to the success of our conference.

John Muench
Conference Manager
NOREX

Our fall program was rated as one of the best programs we have had to date and your speech strongly contributed to its success. The ratings were very high on your talk and the comments section indicated you were right on target with the participants.

Kimberly J. Cutchins
Grocery Manufacturers of America

Just a note to thank you for your excellent presentation.

There were numerous comments from the attendees that you were one of the best speakers that they have ever had the pleasure of addressing them. For my purposes, you delivered the

exact message that I desired in a way that made it perfectly acceptable and logical to the group.

John Thompson
Vice President
McCormick & Company, Inc.

Thank you for talking the time from your busy schedule to participate in the Financial Stationers Association Annual Meeting in Hawaii. Your presentation on "Gaining Business Advantage from Information Technology" was enthusiastically received by the attendees and provided a perfect opening for our meeting. I thought your content and style was just excellent and hope we will be able to work together in another forum.

Michael L. Payne
Executive Director
Financial Stationers Association

Thank you very much for your presentation at our May General Meeting. I know that your talk was quite well received by our membership.

It is our practice to have members rate each speaker on a scale of 0-5. It might interest you to know that your rating was 4.86 for your talk. Representative comments from the members included:

"Caused me to do some serious thinking"
"Always excellent - good message with key points"
"Excellent - reinforced solid concepts"
"Right on target - clear message"
"Great"
"Thought provoking"

Dr. Robert J. Carlyle
Executive Vice President
POSP

Your presentation was an interesting, entertaining and informative view of what I/S is going to be about in the future. Comments from attendees such as "outstanding!", "dynamic!" and "perfect presentation" indicate how much your knowledge and insights were appreciated by all.

Harvey R. Shrednick
Vice President, Information Services
Corning Glass Works

The 1988 3M Marketing Exchange was an outstanding success, thanks to you and the other fine speakers we had on our two-day agenda.

Your specific presentation drew numerous favorable comments, and I simply want to add to them by saying, "You were fantastic." You made so many excellent points through the course of your presentation that I eventually want to get back together with you for a lunch and discuss some of the things that we're doing in our division.

Jack P. Wilkins
Marketing Director
3M Commercial Office Supply Division

The feedback from your session was outstanding. Hence, I am pleased with the results and expect to see some ongoing benefit to Rohm and Haas.

Thanks again for your participation in the Worldwide Financial/ISMS Managers Meeting.

Fred W. Shaffer
Vice President, Chief Financial Officer & Controller
Rohm and Haas Company

Thank you once again for your presentation at our National Managers Conference. The feedback we have received from all attendees is excellent, in fact, you rated 4.5 on a scale of 1 to 5 with 5 being excellent. Of all the conference videotaping, your presentation made the "most wanted list." Congratulations!

Wendy J.E. Boyd
Manager - Corporate Communications
ComputerLand

Your presentation electrified this audience. We have been receiving calls and electronic mail just to express gratitude for the opportunity to hear your message. After dinner, we gave everyone a copy of your book and that really made the occasion complete for them. One woman expressed it well as she left. She said: "This day really made me feel special."

Sharon Ostby
Control Data

The attendee feedback was outstanding. The seminar was unquestionably viewed as a superior experience. Your remarks were a highlight and clearly contributed to that outcome. Your participation helped make this first program a winner.

J.C. Clark
Seminar Manager, Center for Executive Education
AT&T

Just a brief note to let you know how much I enjoyed your presentation to IBM's Retail Executive seminar in Toronto last week. Probably the best compliment I can pay you is to say

that I have no idea how long you spoke, but considering we went to lunch quite late (I practically inhaled my food), I guess it must have been a major part of the morning.

I can also tell you that many of the people that I spoke with later in the day and later in the week also considered you to be the highlight of the day. You were entertaining and enlightening, energetic and enervating. Thanks so much for bringing so much to this forum.

Linda K. Szulga
Consulting Manager
DMR Group Inc.

You were absolutely outstanding! The attendees also thought so. You've obviously mastered the art of presenting - mixing enough humor and "lightness" with substance to truly make for a very enjoyable and worthwhile session.

Henry S. Givray
Executive Director
SIM

It is rare (or perhaps only in my personal experience) that so much information can be taken from a classroom and applied directly in the business environment. Academia is often indicted for lacking a view of the "real" world. In this instance the real world stands to benefit in a significant fashion for the application of the academic effort.

J. Taylor
Technical Staff
U S West Advanced Technologies

Thank you for a stimulating, thought provoking and challenging kickoff to our Executive Briefing Session. Your ideas and perspective on transformation will cause us to look at ourselves much more carefully.

Neil Whitmore
Vice President, Information Systems
Sears Canada Inc.

I spoke with Herbert Gold of Arco the other day. They couldn't be more pleased with your presentation. You were outstanding! Thank you so much for the superb job.

Joanne Van Hook
President
Orange County Speakers Bureau

A final thank you for your presentation and time spent with us. I have heard nothing but rave

reviews from our executives about your content and delivery. Likewise, Curt Carlson and Marilyn Nelson were very positively impressed.

Rex L. Carter
Vice-President and Chief Information Officer
Carlson Companies, Inc.

The 22nd Annual Congress of the German Marketing Association has been a great success as documented by the survey among the participants as well as by many phone calls and letters. Your presentation was a specifically valuable contribution to that success and I do like to thank you on behalf of the board of the association.

Hans G. Guldenberg
Vice-President
Neilsen Marketing - Germany

I am writing to thank you for the outstanding job you did at our recent Executive Conference in Scottsdale. Everyone I have spoken with felt the messages were among the most relevant and useful of the entire event. The only problem we had was simply one of time. People wanted to hear more, discuss the concepts more, and savor the ideas. It is too bad that we gave you about three days less time than necessary.

Frank Fowler
Director, Market Development
Hitachi Data Systems

On behalf of Chemical Bank's Business/Technology Management Council and all of us who attended our recent Technology Forum II, I want to thank you for participating as a keynote speaker. Having already had the opportunity to hear you speak, I knew our audience would respond as enthusiastically as they did. Your incisive and thought-provoking comments were absolutely on target, and I hope we will all be inspired to demonstrate the courage and imagination necessary to recognize good ideas and deploy information technology for the benefit of the bank and our customers.

Denis J. O'Leary
Exec. VP & CIO
Chemical Bank
