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NORTHWESTERN
UNIVERSITY

May 16, 2008

Michael B. Rubin
Total Candor LLC
P.O. Box 4283
Portsmouth, NH 03802-4283

Dear Michael:

Your keynote address at 2008's Countdown to Commencement Financial Planning & Networking Event at Northwestern University was extraordinarily well received. Here are just a few of the many superlative-filled survey responses:

- "This should be a mandatory event for all students."
- "Thank you so much for bringing this speaker to campus!"
- "Very conversational, not too preachy, presentation style hit the mark for this audience."
- "I liked the conversational format. I didn't feel like I was just listening to a lecture."
- "Everything he said was something I needed to know."
- "I was pleased with the "can-do" not so scary attitude of the whole thing. There was information for everyone and I loved getting the book!"
- "The speaker was great, great at connecting with a college audience."
- "The speaker was very likable and entertaining, but educational too."

And my **personal favorite**:

- "This talk was equally, if not more important, than my undergraduate education."

In addition to the quality of the event, we were pleased with an attendance of over 100 paying students—about the same turnout as our most popular event (Who would have thought a financial event could rival a bartending night on a college campus?)!

You've been extremely easy to work with over the past three years. Each of your events has experienced wider participation and even better survey results than the one before it. We absolutely look forward to continuing to work with you and Total Candor in 2008-2009.

You have our permission to use this letter (or excerpt from it) in your marketing materials. Please spread the word about your fantastic education!

Best,

Jeremy Wingerter
Associate Director of Career Services, Students and Young Alumni
Northwestern Alumni Association