



February 24, 2007

To: Michael Kidwell
Kidwell Concepts Int.
P.O. Box 8803
Lancaster, CA 93539-8803

I recently attended a seminar in which Mr. Kidwell was the instructor and let me say; I have attended a variety of trainings, have read a number of books on motivation, leadership, and professional development, and have been to many self improvement classes. Unlike myself there were several participants that had never been to any personal development training or read any material on motivation and it was obvious in the beginning they were a bit hesitant to attend. By the end of the first day the skeptical few were very active and contributed at a higher level than I ever expected. Mr. Kidwell was very professional and inspirational in a way that kept everyone, even with their vast differences in backgrounds and occupations, contributing and learning from each other - never a dull moment. He touched on so many different types of theories and allowed the training to mold to the crowd and engaged each of us in our own learning experience. I felt he was very warm and kept us focused with a hint of humor. I would recommend Mr. Kidwell to anyone that is looking to improve their staff's effectiveness, communication skills with customers, co-workers or boss.

Thanks again for an outstanding training,

Katherine E. Hood
Exclusive Agent / Hood Agency
Allstate Insurance Company