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March 22, 1996

To Whom It May Concern:

I just got back from deposing a cable television engineer. I asked him how the cable was priced, by the mile or by the foot. He said, "Actually, you can calculate it either way."

Please note that I did not tell a "joke." I made a connection with a legal audience, used original material, stated the truth about the differences in the way lawyers and engineers think, and made no apology or announcement that I was "going to tell a joke." All these principles and much more I learned from Mike Price's classes.

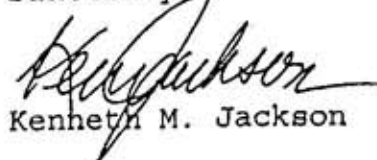
In addition to my law practice, I am a professionally trained and occasional performing actor. For example, you will see me as a Judge in "Letters From Death Row." No training in acting, public speaking or moot court helped me more than Mike Price's courses to stand in front of an audience of folks who would rather be someplace else or who want their money's worth or else.

The value of humor is that it's powerful, generates respect that authority does not, gets the attention of the listeners, holds their attention, clarifies and embeds points, defuses attacks, motivates and inspires and gets results. Those are textbook claims. What Mike Price does is ripen the claims so that you can "own" them.

Perhaps one of the best lessons I learned in Mike's classes was what's not funny, e.g., aggressive, divisive, embarrassing or hurtful material.

Please feel free to call me if you have any specific questions. My billing rate is . . .

Sincerely,

  
Kenneth M. Jackson