



**Reference/ Referral for  
Lisa Jean Smith  
Marketing and Advertising**

**Name of Company/Organization**

AHCEM (Association of HealthCare Educators of the Midwest)

**Your Name/ Title**

Jean Pessenda, Educator  
SMDC Health System  
Duluth, MN 55805

**For which training did you/your organization partner with Lisa Jean?**

Our AHCEM Fall Conference at Breezy Point, MN  
October 12, 2006  
Presentation was " Dealing with Difficult Participants, It's Not Magic"

**What impact did the training have on you/your participants?**

Comments from our evaluations:  
Very good information. A lot of interaction with the audience  
Terrific! Energy! Real ideas that can be used in many situations – not just training  
Energy, creativity!  
Great Role Model  
Loved the handouts

**What did Lisa Jean do specifically as a facilitator that made the training successful?**

She made learning fun! Also, many displays in the room. Asked for participants to participate.

**What other things did Lisa Jean do before, during, or after, training that was helpful to you?**

Lisa Jean worked with myself, as I set up the conference and the other speaker for the next day. She made sure that she and the other speaker did not overlap with the same information but blended.

**Why would you recommend Lisa Jean to others?**

Yes, very highly!