

January 15, 2007

**To whom it may concern**

**Personal Warm Recommendation on Lay Z Gordon Performance**

Lay Z Gordon was one of the participants in Doran Communications annual clients conference, held on October 19, 2006, in the Open University campus in Raanana.

Lay Z Gordon didn't just talk as all other speakers; but gave us a full show, including playing the piano and singing, under the title "The Permission to Dream".

Lay Z Gordon gave all of us very interesting insights surrounded by fun.

One proof to the success of Lay Z Gordon participation in our event, is that the Israeli Insurance Brokers Association hired him for their annual conference in Eilat after the president of the association attended our conference.

**Best regards**

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**יעוץ תקשורת ויחסי ציבור, תקשורת שיווקית ל-HR  
זוכי פרס "האריה השואג" – קמפיין השנה ביחסי ציבור לשנת 2003**