

February 19, 2020

To Whom It May Concern,

Our financial services firm recently held an educational workshop featuring Pamela Wilson as the speaker. She spoke to existing clients and prospective clients on the topic of "Caring for Aging Loved Ones: Discussions, Planning, and Paying for Care". Her presentation was extremely well-received and attendees learned a lot. We gave all of the attendees a notepad and pen and we noticed people were taking notes throughout her presentation.

The attendees benefited from the workshop by learning about managing and paying for care and navigating the hospital system that only a seasoned expert could impart. Pamela's delivery style is impeccable. Her ability to incorporate humor and personal anecdotes within her content is done with ease and effectiveness. I felt that her use of powerpoint slides aided her presentation, and never detracted from her ability to connect personally to her audience. After the presentation, many of the people in attendance stayed to ask Pamela more questions, and Pamela was generous with her time.

As a financial advisor, the potential to segue from Pamela's messaging into purposeful client conversations is significant. With Pamela's decades' worth of experience in care management, estate planning, and even financial considerations, an advisor can present financial solutions in a fluid manner. Our firm in particular really values this opportunity to engage in conversations surrounding long-term care solutions, life insurance, and general asset management for prospects, clients and their adult children. We see a tremendous opportunity to host educational events with Pamela Wilson as a speaker in the future and include our clients with their families.

We highly recommend Pamela Wilson for speaking engagements and as a wonderful resource of information. Planning our event with Pamela was seamless, as she is an excellent communicator and highly organized. She is also very well-versed in social media and podcast/radio and is able to advise as to optimizing these marketing channels as well. We are looking forward to working with Pamela in the future!

Sincerely,



Matt Klaess
President, Paradigm Group