

# Ahearn & ASSOCIATES INC.

Sept 8, 2010.

RE: Martin Fisher

Martin Fisher was an invited guest speaker at a recent meeting of the Healthcare Exchange. The Healthcare Exchange is a group of pharmaceutical and healthcare executives who meet monthly to network, provide members with industry updates and participate in educational sessions.

Martin was a great choice to address this group because of his extensive background in Pharma in both marketing and sales management positions.

He provided our group with a thought provoking presentation on Positioning and the importance of positioning for corporations but for individuals as well. There was lots of discussions and questions, too many to cover in our brief session.

We are hoping to have Martin return to a future meeting to present case studies and allow our members to discuss their particular situations and challenges.

Yours truly,

Peggy Ahearn