



May 4, 2021

To Whom It May Concern:

I am pleased to provide a formal endorsement for Dr. James Smith, Jr., CSP. As the current President of the local chapter of PCMA (Professional Convention Management Association), finding a speaker for our Global Meetings Industry Day was important, but finding one with the right message was an even higher priority.

The hospitality industry was hit exceptionally hard as a result of the COVID-19 pandemic. Many of our colleagues are still currently unemployed, facing new careers or finding nothing in their search for employment. Others are trying to stay relevant in a world of uncertainty and insecurity. Our goal as Chapter Leaders was to put on a program that would be a resource to our members facing these challenging times.

We were building a program focused on helping members find their career paths. We knew we needed a Keynote, someone to kick start the program with a message of inspiration. We knew immediately that Dr. James was this person. From the minute we met him, we hit it off immediately. Meeting someone with so much energy and compassion was so uplifting. Our industry needed Dr. Smith in more ways than one. This talk would talk to us all, inspiring us to remove barriers in both our personal and professional lives.

During Dr. James' talk, every word he spoke, the audience was mesmerized as it felt like he was talking to each of us directly. His natural story telling put everything into perspective, providing each of us with own takeaways. 'Don't Let Your Start be Your Stop' was the message we all needed to hear. I would highly recommend Dr. Smith for any speaking engagement as his message is genuine and truly from the heart.

Sincerely,

Lisa A. McGlashen
President, PCMA PHL