



P.O. Box 610465
Dallas, TX 75261
Toll Free 800-506-6333
www.catholicmarketing.com

I am very happy to recommend Cathy Gilmore as a conference speaker. She has been an invaluable asset in our speaker line-up for our Annual Catholic Marketing Network International Conference and Trade Shows. The first year Cathy presented was 2016, speaking on a topic dear to Cathy's heart, entitled *Fresh and Effective Marketing Strategies to Connect with New Customers and Reach Lost Souls by Emphasizing Catholic Novels, Memoirs and Biographies*. The presentation included both effective and timely marketing tips to reach Catholic parishes as well as a number of valuable merchandising tips. Her session also included helpful insight towards providing customers ideas on faith formation and evangelizing gifts.

Cathy is always an eloquent, lively, engaging speaker that utilizes a high degree of interaction with the audience. In the past two years we found that our attendees loved her presentations and here are just few of the many comments we received on our presenter evaluation forms:

"Virtue to combat worldly spirits? Wow"

"...loved the ways she shared with us to how to display product"

"Virtue Inc is the answer to my prayers."

"Liked mostly the beauty and strength of storytelling"

Cathy's presentation proved to be the highlight of our retailer education day in 2016, so by popular demand we invited her to present again at our 2017 CMN Conference and Trade Show. Once again, she provided an excellent presentation that was very well received. Not only is her energy on stage contagious but she couples it with her rare ability to train people. Cathy is a storehouse of information presenting fresh and practical ideas, while at the same time, making everyone laugh and smile. Cathy's natural wisdom and warmth enables her to easily connect with her audience.

Her topic in 2017 was *Incredible Catholic Stores: Identifying with and Meeting the Customer in Their Need*. Cathy was again a big hit and one of our shows favorite presentations, sharing valuable tips to meet the needs of our audience. When we asked the event participants who was one of their favorite presenters, it was Cathy Gilmore. One of our attendees added that "Cathy was one of the most inspiring speaker she had ever heard."

One of Cathy's famous quotes during the presentation was "By ourselves we are powerless and cannot do a thing but in the strong and mighty hand of God, as we ban together, we can do miracles and we can do incredible things." Cathy truly believes this with her whole heart and has worked tirelessly to help our store membership understand that they can do "incredible" things using some of her fresh and exciting ideas. No doubt we will invite Cathy to do more presentations in our training program. We look forward to seeing what new and fresh ideas she has in store for our attendees!

In Christ,

A handwritten signature in black ink, appearing to read "Alan Napleton", with a long, sweeping horizontal line extending to the right.

Alan Napleton
Catholic Marketing Network, President