



To Whom It May Concern:

Nancy Noonan, Artful Solutions, presented at the Kansas City Clinical Laboratory Management Association (KC CLMA) Annual Meeting in May 2004 and she was awesome! We encourage any organization with the need or desire to come up with new ideas, a better way of operating or find ways to be more productive to consider her as a keynote or workshop speaker.

Her 2-hour presentation was engaging, informative and very interactive. She began with a keynote and then led us laboratorians, most with a tendency to be set-in-our-ways, through a series of activities designed to "spark" our ideas and creative powers. Amazingly, she did just that! In general, lab employees have a tendency to work *inside* rather than *outside the box*. We not only work in the box, we designed the box, wrote a procedure on the box and perform quality control on the box. Nancy stretched our imagination and forced us to be more creative.

Her creativity exercises provoked us to evaluate our current processes with a new vision and to keep an open mind. With her strategies, we were able to visualize new ways of managing our current operations. Using her methods we will be able to motivate our staff to work and learn at their highest levels. Her presentation enforced the idea that "each day is a brand new opportunity to create our masterpiece."

We are constantly reminded by our professional organizations that our laboratories can not remain status quo and we must constantly search for new and better ways of doing business. We believe that Nancy speaks to this issue and would be useful to any organization with similar needs.

Sincerely,

Debra A. Faller, KC CLMA Treasurer

Carla S. Orner, KC CLMA President-Elect and Program Committee Member