

CORPORATE HQ

ISCO Industries, Inc.
100 Witherspoon Street
2West
Louisville, KY 40202
Tel: 800.345.4726
Fax: 800.831.4726
www.isco-pipe.com

1-27-16

Every year, our company holds a national sales meeting for all of our outside and inside sales people throughout the company to attend. Each year we like to bring in a couple of outside speakers for our group to hear. Once we decided on the topic we wanted to cover this year, Distracted Driving, we started researching different speakers to see who would be the best fit. From the start, Joel Feldman with End Distracted Driving stuck out. Not only did he have a foundation towards the cause, but he had a personal story that immediately spoke to the meeting committee. We knew that he would be able to come in and not only touch people's minds, but touch their hearts as well. We weren't wrong.

Joel was very easy to work with and was willing to cooperate with our meeting dates and times. Not only did he come to our meeting and speak to our company, but he also went and spoke at two local high schools on behalf of our donation. We felt great knowing that we would be able to send Joel out to reach as many people as possible. From the beginning you could tell Joel does what he does because he has a passion for it. He did these three speaking engagements for no profit besides a donation to his foundation and that reveals a lot about his character.

Joel immediately had everyone's attention. He did not just stand up at the podium and speak to all 250 people at once for the entire hour. He moved around throughout the crowd and involved individuals. This kept everyone engaged throughout the entire presentation. He was very relatable, especially to our group, which is made up of mostly parents. So many of the topics in his speech are things that people just never think about. You don't think about how looking down at your phone for "just a second" could impact your entire life, as well as someone else's. Joel's presentation was a big wake up call for our group, especially because a majority of them are frequently out on the road making sales calls and traveling. I have spoken with many people in our company about Joel's presentation and every one of them had positive reviews and said that it has really made an impact on their driving habits. I'm sure that Joel's purpose is not to upset, or scare people; But, the bottom line is, this can be a scary and upsetting topic and people need somebody like Joel to show them the potential consequences.

I would recommend Joel to anyone who is looking to have an impactful speaker come to an engagement. He is not just another speaker who will come speak about a topic that only few can relate to. Everyone knows someone who drives or is a driver themselves. It is very easy to get distracted when driving and it happens all too often. Joel comes to bring awareness to just how distracted some drivers are and I believe has a big impact on reducing the number of distracted drivers out there. I know that I have drastically changed my driving habits since Joel's presentation, and that is why Joel does what he does.

Paula Feiock



Sales Coordinator



Coming through.