



September 3, 2012

To Whom It May Concern,

At StreetSafe Driving Academy we strive to make our classroom program as innovative, interactive and effective as possible. One of the key messages throughout our classroom program is that the seemingly small choices a driver makes while behind the wheel of a car can have serious and lifelong consequences. Given that we work with teenagers, it can be challenging to make this message resonate with our students.

We have had Joel Feldman present to our students on multiple occasions over the past 6 months. On every occasion our students have been engaged, interested and impacted by Joel's program. Although the focus of Joel's program is primarily on distracted driving, there is a larger message that is communicated – that driving requires a driver's full attention, a serious attitude and taking responsibility for yourself as well as others. It's an important message that can't be reiterated enough to new teen drivers.

There are several reasons that Joel's program is so effective.

- 1) He has a personal story that is both tragic and compelling
- 2) He presents his personal story in a direct and honest way
- 3) He speaks to the audience in a conversational tone as opposed to a lecture
- 4) He encourages interaction by asking questions, having audience members role play and using giveaways to encourage participation
- 5) He intersperses the program with short, attention getting videos to demonstrate the points he is making
- 6) He asks teens to think about how they, as well as their parents and friends drive; then helps them develop strategies to keep their focus on the road and communicate to family and friends that they should be focused on the road too
- 7) He leaves students on an upbeat note, that they can do something to prevent tragedies from happening to them, their friends and family

Given the increasing number of car crashes due to driver distraction and the fact that car crashes are the leading killer of teens in the US, Joel's program will benefit any school or teen focused group. I highly recommend Joel as a speaker and his program overall.

Sincerely,

Meg Kramer
Founder