



August 1, 2021

To Whom It May Concern:

Joel Feldman conducted a very impactful live session for our New Jersey American Water (NJAW) employees on June 18<sup>th</sup> during our state's Safety Week activities. Our NJAW Safety Week was focused on delivering content that would help our employees to work safer as well as take those behaviors beyond the workplace to every part of their personal lives. Joel's talk was on distracted driving. Joel spoke about the tragic death of his daughter after she was struck by a distracted driver while walking to her job in Ocean City, NJ.

Joel's session touched so many of our folks. I received so much positive feedback from those who attended and watched the recorded session. Many shared that they would discuss the talk with their families and friends at home. Joel told his story in a way that so impactful and moving to everyone who watched that I am certain that it will change the behaviors of so many and will certainly prevent future incidents. I know with all of his heartfelt effort on prevention, many lives will likely be saved. It only takes one second for someone to lose focus and severely hurt or kill themselves or someone else.

Moreover, Joel's talk had so much impact for New Jersey American Water, the podcast was shared across the enterprise with all American Water employees to view through our training platform. I would highly recommend Joel to discuss his story at any organization that wants to provide folks with an opportunity to fundamentally change the way they view distracted driving.

Respectfully,

Cheryl Naimoli  
Director, Operational Risk Management  
Health and Safety  
Eastern Division  
One Water Street, Camden, NJ 08102  
Cell – 856.430.8188