

October 14, 2002

To Whom It May Concern:

I had the opportunity to listen to Tina Cary speak recently, and after congratulating her on a job well done was inspired to write this review.

The occasion was a luncheon address to the 2002 GIS in the Rockies Conference. The topic was the "Future of Geographic Information Systems", and the audience of over 200 was as diverse as the wide variety of disciplines served by the GIS community. The invitation and challenge of the twenty-minute talk was to engage each of us in the audience to exercise our imaginations to envision what GIS-related products and services would be expected and demanded by the public of the future.

Tina was able to use a well-crafted combination of literary references, observations on current events, recent statistical trends and meaningful metaphors to capture and hold the attention of the audience. I was able to observe nods of understanding and insight from various people at different points in the talk, each responding to points that they found particularly relevant. Her delivery was direct and the topics flowed logically, returning at the conclusion to the theme introduced in the beginning. Her obvious command of a wide range of topics gave a high degree of credibility to her statement of the issues and potential ways of addressing those issues. It was clear that the topics had been thoroughly researched and evaluated.

As a participant at many Toastmasters meetings, I have trained myself to notice mannerisms and speech patterns that can distract a listener. There was nothing distracting in Tina's presentation. In fact, even though this was a lunchtime talk, the clinking of silverware and glassware ceased, as the audience was drawn into the compelling ideas being discussed. I found myself ignoring the form and concentrating on the content of the talk. Like the other audience members, I was applying my imagination to the difficult task of trying to envision the future.

At the conference the following day, there was significant "buzz" about Tina's talk, and many of the participants who had not been present (as well as many who were) requested a transcript of the speech. This reinforced for me the positive impression the talk had made on those present.

I would encourage anyone who is organizing an event at which a speaker is needed to consider inviting Tina Cary to deliver a speech. I am certain she would prepare and give a thoughtful, engaging and memorable talk on just about any topic one could imagine.

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