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Mr. Rhett Dawson
Success Motivation International, Inc.
4567 Lake Shore Drive
Waco, TX 76710

Dear Mr. Dawson:

You requested that I synthesize my thoughts about goal setting. Please feel free to use my comments in any way you choose if they will be of assistance in your marketing. I look forward to meeting both you and Mr. Meyer some time in the near future. Our offices are contiguous to the Philadelphia International Airport. Should you ever be in the airport or greater Philadelphia area, please call me.

I first came across SMI's goal setting material in the late 1970s and it helped me to focus my quest for mission and redefine my perception of ministry. Goal setting engendered a dramatic redirection of my life's energies, for when I initiated the SMI process, I was a Regional Director for large national social services agency. In my mind, my career was set as I had a responsibility for directing multiple programs across a five state area. Through SMI's process of helping me to delineate what I really wanted by sorting out my personal goals, I crystallized my hopes for the future. The process motivated me to enact a huge paradigm shift in my career and altered my life's direction. This simple but profound process helped me to isolate my calling to start my own Christian foster care and adoption organization in partnership with my wife. We have labored together long and hard, raised 6 children and 17 foster children, earned Doctorates and built a wonderful agency. This year alone we will serve 1,100 children through a staff of 170 and 600 foster parents with an annual budget of \$21 million dollars. For our lives and all of our accomplishments, we owe a debt of gratitude to Mr. Paul Meyer and SMI goal setting which helped us to integrate our faith and our actions in a focused and productive way. Thank you!

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With God's help and blessing and through the goal setting process, our mission in life was sifted, sorted and clarified. I am delighted that through trainings and seminars I present, I have taught the SMI concepts over the years to thousands. I pray that God will continue to bless Paul Meyer and SMI.

Gratefully,



William J. Eberwein, Ed.D.
President