

December 13, 2000
University of Wisconsin Organ Procurement
F4/316 Clinical Sciences Center
600 Highland Avenue
Madison, Wisconsin 53792-3236

Re: Transplant Speakers International

To Whom It May Concern:

The University of Wisconsin Organ Procurement Program recently began forming a speaker's bureau to aid our organization in educating our community on the life saving gift of organ donation. In support of our volunteers and staff we enlisted the help of Transplant Speakers International, Inc.

Peter Radigan and Jack Locicero conducted two sessions in Madison. They worked with the staff of the Organ Procurement Organization to further develop their presentation skills, teach them how to work with disruptive audience members and solicit speaking engagements. This session was extremely helpful for our staff who could relate to the scenarios that Peter and Jack put them through. The staff and myself both agreed that this session provided a great deal of practical approaches to the challenges the Coordinators encounter when educating our hospitals and the community at large. Additionally, Jack and Peter coached the Coordinators on how to incorporate the emotional elements of their professional experiences with organ donation to make their presentations more powerful. Jack and Peter's commitment to the cause of Organ Donation was inspiring to the Coordinators and really contributed to a high-energy session.

The donor family and recipient workshop was divided into three parts; a session just for donor families entitled Sorrowful Joy, and two sessions with donor families and recipients entitled Phase I Presentation Skills Training and Phase II Solicitation Skills Training. The feedback from the donor families who attended the Sorrowful Joy session was extremely positive. The donor families felt the session provided an opportunity to celebrate the memory of their loved ones. The Phase I and Phase II training was optional for the donor families and many had not intended to stay; however, hearing Jack speak about his experience as a donor father and his commitment to organ donation education inspired many families to stay for these training sessions. The Sorrowful Joy workshop was a great service to our donor families as it provided an opportunity to find support from others that had shared a common experience. It also provided our organization to reconnect in person with the donor families we continue to support.

The training sessions demonstrated to the recipients and donor families how to create an outline of their stories, draw out the emotional elements of their stories, work with different time allotments and actually solicit speaking engagements. During the training sessions the donor families and recipients were given an opportunity to practice

presenting their stories. Peter and Jack were skilled at encouraging participants to speak and have confidence in their ability to do so. As the feedback was delivered it was honest but supportive. It was apparent that those individuals that go the opportunity to speak, even though they were nervous initially, felt more confident and enthusiastic about sharing their stories with an audience.

Countless participants thanked the members of the staff who were present at the event for providing the training sessions. At the conclusion of the meeting, there was a general sense of enthusiasm for being a part of educating the community about the significance of organ donation. I would highly recommend Transplant Speakers International to other Organ Procurement Organizations. They have added immeasurable value to the development of our staff and our volunteer network. In fact, we are looking forward to engaging them for future training modules that are currently under development.

Sincerely,

Anthony M. D'Alessandro, MD
Professor of Surgery
Executive Director, UWHC OPO