



WISCONSIN ACADEMY OF  
FAMILY PHYSICIANS  
**STRONG MEDICINE FOR WISCONSIN**

February 17, 2011

Steve Busalacchi  
7710 Gray Fox Tr.  
Madison WI 53717

Dear Steve:

The purpose of this letter is to thank you for the terrific presentation you provided at the American Academy of Family Physicians Ten State Conference host by the WAFP in Milwaukee from February 11-13, 2011. Your presentation on the stories from your book “White Coat Wisdom” was a perfect wrap up to our two days of discussion on the importance of the Patient Centered Medical Home. This year’s event was the largest in decades as we had 88 attendees from across the northeast.

Ninety-six percent of the attendees were extremely satisfied to satisfied with the relevance of your presentation to their work. Ninety-three percent were extremely satisfied to satisfied with the usefulness of your information while one-hundred percent were extremely satisfied to satisfied with your presentation overall.

I thought one of the more memorable moments occurred when you asked members of the audience to share why they became a family physician. The raw emotion and passion of the stories, from person to person, was extremely powerful and moving. There was not a dry eye in the house and we could have gone on for hours. In the hallway after the presentation, your stories, your story telling prowess and the power of your message were the overriding topics of discussion.

More than one person told me that you need to be on a bigger stage to share your wonderful message. I know the AAFP is interested in having you present at their Annual Leadership Forum and I hope you take them up on their offer. For our part we second that sentiment and would support you in any arena to spread the word – thank you again for helping make our program a huge success and good luck to you in the future.

Sincerely,

Larry Pheifer  
Executive Director