

davis fernald & company, llc

To whom it may concern,

I have had the distinct pleasure of working with Sal Lifrieri for nearly 15 years. In my capacity as Director of Security for The Walt Disney Company I engaged Mr. Lifrieri on a number of assignments. Initially, Mr. Lifrieri served in an advisory capacity and then he designed and personally instructed security staff on detection of surveillance and the techniques to counter such activities. Focused primarily in New York, this initial assignment was conducted at The Times Square Studios.

A number of years later, Mr. Lifrieri led a team comprised of educators and subject matter experts and designed an intensive three day training to be used by security officers at all Disney theme parks. Over the next 18 months, he delivered this unprecedented instruction to over 1000 security officers and members of the law enforcement community. This training occurred on both coasts of the United States, in Paris, Hong Kong and Tokyo.

Mr. Lifrieri's subject matter expertise is second to none, and his communication style is engaging and sincere. The reception he received by the Disney employees was nothing short of amazing. From the newest officer to the 20 year veteran, everyone who attended Mr. Lifrieri's training left with practical skills. In the business of public safety, his training makes a significant difference and literally saves lives.

I am always amazed and humbled to watch him work. If I can provide additional information please feel free to contact me at (818) 859-7574.

Best regards,

Eric Davis-Fernald

Eric Davis-Fernald
Partner

