



UNIVERSIDAD DE SONORA
Departamento de Ingeniería Industrial
COMITÉ ORGANIZADOR AXIS



Hermosillo
México

Dear Mr. Munson:

Congratulations on your excellent presentation for the international Axis conference at the University de Sonora in Hermosillo, México.

Your keynote speech was perfect for the conference theme “An Expression of Genius”; you brilliantly inspired us how to express the genius of creativity and innovation.

It was amazing to see the entire auditorium filled with more than 1,000 university students stand, applaud, and cheer for your speech. Our first conference was given seven years ago and we have never before seen a standing ovation like this. It is particularly astounding because your speech was in English and it is very difficult to communicate to a Spanish speaking audience with limited English skills. Yet, everyone clearly understood the remarkable ideas you shared with us.

Many people said they will be changed forever because of your stimulating ideas.

Students also raved about your small group workshop. All the people who attended it were really happy and amazed at how you used creativity to help them learn to take chances and bring new ideas in their future jobs. By using hands-on activities and interactions, they discovered more than they could ever learn from a lecture. They will never forget what they learned.

You educated us, inspired us, and made our conference a resounding success.

Muchas Gracias,

ATENTAMENTE
“El saber de mis hijos hará mi grandeza”

José Alberto Morales Rodríguez
Presidente del comité organizador