



March 1, 2010

Construction Industry:

As one of our opening speakers, Karl Mecklenburg started the 37th Annual Rocky Mountain Asphalt Conference and Equipment Show with grand excitement. Karl helped us kick off the Opening Session of our three day event with inspiring words to follow our theme of "Rolling Ahead with Courage and Inspiration."

We have had other speakers in the past, however with our attendees consisting of ninety percent males and many being sports fans, Karl was a great hit. Karl's presentation was professionally delivered and customized to address the difficulties our industry is facing in today's economy. His story was funny but challenged our members to fulfill their potential both personally and professionally. He spent time before and after his speech to meet our members, pose for photos, and sign copies of his book. He even returned the next day to meet and greet members that hadn't met him earlier.

On behalf of the Rocky Mountain Asphalt Conference and Equipment Show, I strongly endorse Mr. Mecklenburg as a professional keynote speaker for your events. Our expectations were exceeded and we hope yours will be too. If you have any questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in blue ink that reads "Tom Peterson". The signature is fluid and cursive, with a large loop at the beginning.

Tom Peterson
Chairman, Rocky Mountain Asphalt Conference
And Equipment Show

Rocky Mountain
Asphalt Conference
and Equipment Show

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