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March 26, 2014

Mr. Karl Mecklenburg
6372 S. Zenobia Ct.
Littleton, CO 80123

Dear Karl:

On behalf of the members of the Petroleum & Convenience Marketers of Alabama and the Louisiana Oil Marketers and Convenience Store Association, I would like to say how much we enjoyed having you at our recent trade show, *The Gulf Coast Food & Fuel Expo*.

As the Opening Session Keynote Speaker you provided our attendees with a great mix of inspiration, motivation, humor and (especially important here in SEC country) football stories!

In addition to the time you spent entertaining our audience, your willingness to bring an autographed jersey for us to award to a lucky winner and the time you spent in our sponsor's trade show booth for autographs and photos was an added bonus.

Many convention attendees commented to me about you being a "regular guy" and fun to talk with. My sponsor commented that his sponsorship dollars were the "best money he had ever spent" on a sponsorship.

So, on behalf of P&CMA and LOMCSA please use this letter as a strong and heartfelt recommendation to other trade associations and groups across the country. You certainly delivered as promised!

Sincerely,

A handwritten signature in blue ink that reads 'Bart'.

J. Bart Fletcher, CAE
President

