



NORTH DAKOTA
SCHOOL BOARDS
ASSOCIATION
I N C O R P O R A T E D

Excellence in North Dakota public education through local school board governance

December 27, 2012

Dear Mr. Mecklenburg:

Planning an annual statewide convention is always a great deal of work. Much of it involves logistics and selecting a variety of speakers for breakout sessions.

However, finding a keynote speaker to kick off the convention is the most challenging task because we want someone who motivates our attendees (school board members, superintendents, and school business managers) to return to their school district with renewed enthusiasm for the important work they do each day.

This year, we found you. Lucky us!

Your leadership on the football field with the Denver Broncos translated very well--and most appropriately--to our attendees. The "Six Keys to Success" that you emphasized throughout your speech were inspirational. You tailored your comments to include references to school personnel and the valuable opportunity we have working with children.

Beyond your keynote, you took time to visit and mingle with attendees—greeting them warmly both before and after your keynote. I will always remember when we initially met because I found you fully engaged in a conversation with a few school board members about 30 minutes prior to your keynote address.

In contrast to the image of the arrogant professional athlete, you are down-to-earth with warmth, genuine affection, and interest in others. As a result, you have that unique ability to make each person feel special.

Thank you, Karl, for being the person you inspire others to become.

Warm regards,



Jon Martinson
Executive Director