

June 18, 2012

Association Leaders,

I am pleased to be writing a letter regarding the wonderful opportunity our association had in hiring Karl Mecklenburg to be our closing speaker at our 2012 Annual Convention. Karl's session was an excellent way to send our participants home. His message was powerful and inspirational. He was able to personalize his presentation to meet the challenges that ND long term care facilities are facing including personnel retention and challenging state and federal requirements. Our convention attendees include administrators, nurses, CNA's, social workers, activity, dietary, environmental, office and PT/OT staff. Karl's message touched everyone in the room sports fan or not. His message of focusing on your desire to serve, teamwork, and leadership was perfect for us. We have received great feedback from our convention attendees. Comments on our evaluation forms included the following: *Awesome, Powerful, Amazing, Inspirational, Excellent Speaker* – bring him back again! Some of the written comments were: *"He understands home and work both need to be successful to make life work and go in a positive direction.", "Karl's session went beyond my expectations", "I thought your presentation was wonderful – the key point I went away with was – unless you know where you are going – it is hard to get there!"*.

I was very impressed by Karl making himself available to and mingling with our participants. He really listened to everyone he visited with and took those conversations and included talking points in his presentation the next day. He took the time to pose for photos and sign autographs the night before his speech at our hospitality and dance event and after his closing presentation he was more than willing to continue visiting and posing for more photos. Our members loved the opportunity to meet an NFL legend and spend time visiting with him.

I highly recommend Karl Mecklenburg as a keynote speaker and look forward to working with him again in the future. I will definitely be recommending Karl to my peers in the Long Term Care Profession.

Sincerely yours,



Bev Herman, Education Director  
North Dakota Long Term Care Association