



October 1, 2012

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Mark Larson

To Whom It May Concern;

My Association had the pleasure of contracting with Karl Mecklenburg as our Keynote speaker for our Annual Convention and Trade Show. Karl is like no other motivational speaker you will ever enjoy experiencing. Karl's disarming and warm personality is genuine and personable. The instant you meet and talk with this former Pro Bowler, you feel like you've known him for years. Karl blends his years as a professional football star and icon into a heartfelt message that resonates across every generation and every socioeconomic strata...including my petroleum marketers. His humor, action stories and presentation mannerisms engage the listener like talking to family.

Most importantly, Karl's "Six Keys to Success" connect. And his 'success-is-no-accident' encouragement, developed by personal experience, makes each participant leave the talk with a positive, non-nonsense, "can do" attitude. Every attendee commented how much they truly appreciated our arranging for Karl to speak, bar none.

Thank you, Karl, for reinvigorating my hard working, small business men and women Association members and their families. "Phil 4.8", indeed, Mr. Mecklenburg!

As Executive Director of CWPMA and having years of experience with motivational speakers, I can wholeheartedly endorse and urge that you allow Karl Mecklenburg to share his stories and "Six Keys to Success" with your members.

Sincerely,

Mark Larson  
Executive Director