



April 24, 2015

Goodman Speakers Bureau
56 Poquonock Avenue
Windsor, CT 06095

To Whom It May Concern:

I want to thank you for recommending Karl Mecklenberg to be our keynote speaker for our 2015 Leaders Conference.

As you know, we had 100 financial and insurance advisors from across the country. They represent our leading producers and regional managers and their spouses. We also had representatives from our biggest insurance carriers/partners. In the six years that I've run these meetings, Karl was rated as our #1 speaker (we survey our attendees every year).

Karl was with us for the better part of two days. He attended our opening night reception, attended a private breakfast with my top 10 producers, spoke for an hour from the main stage, signed autographs/pictures and even went on the excursion to Tulum with a group of 50 people on the bus. In addition to be a fantastic speaker from the main stage, he is extremely approachable and down to earth. He fits our culture of honesty, integrity and family.

His message in his main stage speech was extremely well received. First, his presence as an on and off field leader is very apparent. He showed the appropriate football footage of his career, but more importantly, you can feel his leadership presence when you hear him speak. Second, his message about goal setting, integrity and overcoming adversity is very powerful. He communicates his personal story well - no ego - very believable (different than other speakers we have had).

His presence at the reception, private breakfast and Tulum trip impressed everyone. He came early, stayed to the end and talked with everyone that wanted to talk with him. He spent 15 minutes or more with people and groups telling stories, answering questions, asking questions about them and of course telling great stories about his career.

Finally, he patiently signed personal autographs and took pictures with adults and kids. He even let people wear his championship and Bronco Hall of Fame rings! We purchased Bronco hats and copies of his book as giveaways and he signed over 60 of these personally to our guests.

Again, thank you for recommending Karl. He was the highlight of a great conference!!

Sincerely,

A handwritten signature in black ink that reads 'Michael Kalen'.

Michael Kalen
President & CEO, Futurity First

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