

May 21, 2015

To Whom it May Concern:

Karl Mecklenburg is an exceptionally motivating speaker who can capture any audience's attention. He is relatable, interesting and most importantly, motivating for those who have the opportunity to listen. Karl was invited to be a guest speaker for A&P's 2015 Annual Meeting – a meeting attended by most of our more than 200 regional employees. The outcome was a huge success.

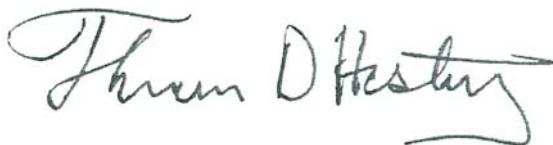
As A&P's Regional Vice President, I had the opportunity to meet with Karl one on one prior to his talk. He asked specific questions about our company, event and employees and found ways to tailor his presentation in a manner that was appropriate for our industry and his audience that day. Because of the prework he did, his speech was focused and applicable. He was able to relate his experiences on the football field to what my employees struggle with every day on the jobsite.

Karl began his time with a short video clip that immediately grabbed everyone's attention, and he didn't let their attention go until he was done. He had people interested, at times laughing, and always engaged. It was a well-planned, well-executed performance and I'm certain he had a notable impact on my team.

Because we are a Colorado company, just the sheer mention of Karl's presence at our meeting led to increased attendance. That alone was worth the investment in his time. As a former Denver Bronco, many of our employees grew up watching Karl play and were thrilled at the opportunity to meet him in person. Karl arrived at the event with enough time to sign autographs, shake hands and take photos with everyone interested. I heard many people comment on how approachable and down to earth he was.

I give Karl my highest recommendation as a speaker for any event. He takes the time to prepare and focus his message to best fit the occasion objective. It was a pleasure working with him.

Sincerely,



Tom Horsting, Regional Vice President  
Adolfson & Peterson Construction