



July 15, 2016

Meeting Planners:

Tri-State Generation & Transmission Association hosted the 67th Annual Association of Rural Electric Generation Cooperatives Conference in Vail, Colorado June 26 – 29, 2016. The AREGC Conference is a three-day event which begins with a welcome from the host utility followed by a keynote speaker who sets the tone for the conference. Karl Mecklenburg served as our keynote speaker and his talk was the highlight of the event. As for setting a tone for the conference, Karl's presentation was inspirational; and after his talk, the attitude of the conference seemed inspired throughout.

Karl's "Six Keys to Success" presentation was well received and he made sure to explain how these keys could be used to address industry specific challenges our companies are currently facing. Karl's talk was polished and well thought out. His stories about his NFL days were riveting and designed to illustrate his Six Keys to Success approach. His presentation style is welcoming and he immediately draws the audience in to what seems like a one-on-one conversation. Acting as the conference host, I fielded three days of nearly continuous compliments from attendees for Karl's keynote speech.

Karl voluntarily attended an evening reception the day prior to his keynote and spent several hours visiting with conference attendees. After his address, he stayed at the event for several hours visiting with attendees, signing pictures and his book, and posing for pictures. The AREGC conference includes sponsors who have booths promoting their products; and Karl even visited these booths to better understand their businesses. My experience with Karl was more like visiting with an old friend as opposed to arranging for a keynote speaker.

I have nothing but the highest of praise for Karl Mecklenburg as a person and a keynote speaker and highly recommend him to anyone who is planning an event and wants to inspire those in attendance.

Sincerely,

Mark Wilson
Senior Manager, Generation Assets

