



June 20, 2016

Business leaders,

Karl Mecklenburg was the surprise Dr Pepper Snapple Group keynote speaker at the Admiral Beverage Corporation Annual Managers Meeting in Albuquerque. Karl's comments were tailored to our challenges as beverage distributors, and encouraged us to think and act as team leaders. Mecklenburg's Six Keys to Success presentation was an inspiring, entertaining, valuable break from the necessary numbers crunching that goes on at Regional Managers meetings. After Mecklenburg's speech, the Admiral team had a great time talking to Karl, getting autographs, and posing for photos. We received nothing but positive feedback from numerous attendees including Admiral's Sr. Management team. Karl fit in so well with everyone and clearly has a unique talent to engage and motivate people.

I highly recommend Karl Mecklenburg as a keynote speaker. Quality person with a great message.

Steven D. Bohren
West Zone Vice President
Dr Pepper Snapple Group