



March 2017

Re: Karl Mecklenburg Keynote Speaker

To Whom It May Concern:

Karl Mecklenburg served as our keynote speaker for the 60th anniversary annual meeting of the Montrose Economic Development Corporation (MEDC). Karl was the perfect speaker for our Diamond Anniversary celebration. Not only was his presentation entertaining, but he obviously spent time learning about our town and our organization as he focused his talking points on challenges and opportunities we face on a daily basis.

Karl wove fascinating stories of his days playing professional football for the Denver Broncos in and around his inspirational lecture 'Six Keys to Success'. His specific advice to the sold-out crowd on having the courage to try new things and to seek help from others in the community was motivational and a perfect reminder that our economic development efforts are accomplished through focused teamwork.

As the planning for our event unfolded, Karl graciously agreed to expand the contract with MEDC to include speaking to all of the high school students (nearly 1,500 kids, 9th -12th grade) in the Montrose County School District. To ensure he arrived in plenty of time to meet with the kids, he flew to Montrose a day early! It is easy to see how he was such a successful and accomplished professional football player with that kind of preparation and dedication to his speaking profession. Karl's message to the students was delivered to a packed gymnasium and loaded with encouraging advice about their school work, sports and relationships.

Karl was an absolute pleasure to host. His flexibility and easy going nature eliminated stress on the planning committee as the two and half day visit flew by. Watching him interact with his fans was also a real treat. From the young high schoolers seeking selfies with the NFL legend, to the die-hard, old time Bronco fans asking for odd memorabilia to be autographed, Karl calmly and graciously entertained his fans.

Our 60th anniversary celebration was an opportunity to relive our community's economic development successes. Pausing to celebrate has helped renew our spirit of cooperation and reinvigorate us to face the challenges ahead. Karl Mecklenburg's highly motivational keynote address was an exciting part of making it all happen.

Sincerely,

Steve Stevenson
MEDC Event Chair

Sincerely,

Sandy Head
MEDC Executive Director