



September 3, 2013

To Whom It May Concern:

With this letter it is my desire to offer the heartiest of personal and professional endorsements to Karl Mecklenburg for his keynote speaking services through *Mecklenburg Motivation*.

In late June of 2013, Mr. Mecklenburg served as a keynote speaker for the annual meeting of Western Energy Alliance, an advocacy organization for over 400 Western producers of oil and natural gas. My goal was to feature a speaker who made our member companies think outside the proverbial box—particularly regarding leadership during challenging times, building strong and loyal teams, and applying personal goals to broader business strategies.

A unique attribute I observed in working with Mr. Mecklenburg was his desire to truly understand our audience and their concerns: what were the challenges they faced in business today, what were the critical issues being discussed over the course of our three-day meeting? Unlike many speakers that will come in, present the keynote and depart, Mr. Mecklenburg attended our social functions to kick off the event and listened to earlier speaker presentations throughout the conference. In doing such, his keynote referenced points of relevance and inspiration and thus tailored his message to the heart of our 300+ executives.

To be clear: you could have heard a pin drop as Mr. Mecklenburg spoke. It was uplifting, inspirational, passionate, and personal. He has a unique ability as a speaker to take personal experience and challenge his audience to apply those lessons to every aspect of their lives. Since our meeting, I have heard nothing but positive comments regarding Mr. Mecklenburg's address.

In short, it was the perfect message at the perfect time for our organization.

As stated above, I whole-heartedly endorse Karl Mecklenburg for any special event. He's a truly talented and gifted speaker.

Best regards,

Tim Wigley
President
Western Energy Alliance