



February 13, 2012

Jeff Mowatt, Influence with Ease

Dear Jeff,

On behalf of the Alberta Agricultural Service Boards, I would like to express our heartfelt appreciation for being one of our speakers during our recent conference. Our 2012 conference hosted 464 delegates from across the province!

The speech you delivered was very inspiring and insightful as we enter the media world. Of the seven keys, only one is knowledge in media relations as it is mostly about being able to influence others through trust and building loyalty. We had many delegates come up to us at the conference expressing their appreciation for an excellent agenda. We also received many accolades from our peers and their municipal leaders back at home congratulating us on one of the best conferences they had the pleasure to attend! Again, thank you for a job well done.

Sincerely,

JACOLYN

Jacolyn Tigert, Agenda Chair

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