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April 3, 2013

To Whom It May Concern,

Jeff Mowatt was one of our General Session speakers at the 2013 International Council of Shopping Centres (ICSC) Western Canada Business Forum held in Kananaskis, March 18-20.

Jeff spoke to an audience of approximately 100 shopping centre managers, marketing directors, VP's, operations managers and industry related professionals. His presentation, Influence with Ease, resonated with the audience members who interact with co-workers, bosses and Clients (retailers) on a daily basis. His tips on how to earn and hold trust, active listening skills and ways to create positive dialogue were great take aways to use every day.

We sincerely appreciated Jeff's ability to put the program together on very short notice due to a last minute speaker cancellation. He took the time to come out to the Forum early, attended a couple of other presentations to become familiar with the audience and the field of shopping centre management and utilized that in his presentation making it even more relevant.

Jeff connected with the audience with wit, knowledge and an energetic presentation.

Sincerely,

A handwritten signature in blue ink, appearing to read "Paige O'Neill". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Paige O'Neill

Co-Chair

ICSC 2013 Western Canada Business Forum

March 18-20, 2013

Kananaskis, AB