



May 7, 2015

Eric Aroca
Live the Life
1212 South 1250 East
Spanish Fork, UT 84660

Dear Eric:

Thank you again for your presentation to the Intermountain Compensation and Benefits Association (ICBA) Annual Conference last month.

We have received a terrific amount of positive feedback from our members that I wanted to follow-up and let you know.

Your presentation was inspiring, funny & brilliant! I appreciated the time you invested understanding our organization and the challenges our members face, before designing your presentation for us. Your preparation, excellent knowledge base, and well-honed communication and presentation skills made the day everything we had hoped for – and more! I'm certain you have heard this before, but you are a dynamic presenter who has a unique ability to engage, motivate, and teach influential communication skills in a friendly and conversational manner.

In summary, my recommendation for organizations looking for enlightening, relevant, and engaging training should utilize the expertise of Eric Aroca!

Sincerely,

A handwritten signature in black ink that reads "Kathleen M. Lund".

Kathleen M. Lund, CCP
President
Intermountain Compensation & Benefits Association