

Andrea Holwegner
Health Stand Nutrition Consulting Inc
1325b – 9th Ave SE
Calgary, Alberta
T2G 0T2

Date: June 23rd, 2014

Re: Freshables Tradeshow & Conference

Dear Andrea,

I wish to sincerely thank you for participating at this year's Freshables Conference, your topic and your presentation was just what the Doctor ordered being that the focus was on Health & Wellness at this year's event. Your message and your energy inspired all that attended your execution was spot on while at the same time left us wanting more of what you had to offer. In today's fast moving economy and hectic lifestyle you brought home a realistic action plan for real personal change as well as solutions that can target real sales growth in today's Food Retail environment. I applaud your ability to coach and mentor and most importantly your infectious humor and great passion for what you believe in.

Andrea, it's my pleasure to endorse you as a true professional.

Most sincerely,

Keith

Keith J. Ball
Manager, Produce Sales & Marketing
Associated Grocers, Calgary, AB
Wk 403-444-0142 – ext 332
E-mail keith_ball@associatedgrocers.ca