



CITY OF PRESCOTT

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Economic Development Division

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To Whom It May Concern:

Re: Mr. Jack Schultz, Agracel, Inc

The City of Prescott, Arizona, and the Prescott Chamber of Commerce invited Mr. Schultz to speak to a group of area elected officials and business leaders because of our inclusion in his book, *Boomtown USA*, and his 7-1/2 keys to success. We felt the term, "agurb", was an excellent characterization of Prescott, a thriving community 100 miles from a major metropolitan area.

Even prior to his visit, Jack was doing his homework on Prescott, and when he came to town, made extraordinary efforts to meet business leaders and tour the community prior to his presentation. He incorporated some of the new information he gleaned from these meetings into his speech so that it was up to date and specific to Prescott.

Feedback after the occasion was so positive, that our organizations have been encouraged to plan future events of this kind. Jack's book gave us a chance to celebrate Prescott as a "golden eagle" among small towns in America, and we were pleased with his enthusiasm and knowledge of the challenges and opportunities facing small rural communities.

Jack is an excellent speaker, one who can hold the audience's interest and impart information to them that they can relate to and easily understand. He handled questions and answers smoothly, always being careful to relate the strategies in his book to our region.

We thoroughly enjoyed Jack's thoughtful and animated delivery style, his keen preparation prior to the visit, and his willingness to personally meet as many people as possible during the event. I would recommend him to any group that wants to drum up some positive energy and pride in their community.

Sincerely,

A handwritten signature in cursive script that reads "Jane A. Bristol".

Jane A. Bristol, CEcD
Economic Development Coordinator