



May 23, 2014

Mr. Gregory Mays  
VP – Maintenance & Engineering  
Alaska Airlines Inc.

Mr. Eric Boles  
President  
Game Changers, Inc.  
11317 Madera Circle SW  
Lakewood, WA 98499

**Subject: Testimonial Letter for Leadership Development in Alaska Airlines Maintenance & Engineering**

Dear Eric,

On behalf of the Alaska Airlines Maintenance & Engineering (M&E) organization, I would like to share my appreciation of your programs as we work specifically to improve our leadership capability among all M&E leaders.

The concepts of Lead with Purpose for our teams and explanations of leading both above and below the waterline have resonated well with our leaders. I am seeing change and improvement in not only their capability as leaders, but also our business results. We find that these concepts have helped us improve the trust and credibility of our collective leadership and are making us more effective through the interactions our leaders have with our workforce.

Your way of connecting with our leaders was, and is, a key difference maker as we work to improve employee engagement and further build a growing, profitable business that is a great place to work as well.

We look to continue to elevate these principles into our business and you have created a solid foundation. We also look forward to continued partnership with you and your organization.

Respectfully,

A handwritten signature in blue ink, appearing to read "Greg Mays", is written over the typed name and title. The signature is fluid and cursive, extending to the right with a long horizontal stroke.

Greg Mays  
VP, Maintenance & Engineering