



Conner Industries, Inc.

March 7, 2014

To Whom It May Concern:

I am pleased to recommend Steven P. Conwell for your consideration. Steve was President of the Southern Forest Products Association (SFPA) during my term as Chairman of the Board. As Chairman, Steve reported directly to me.

He was the senior executive responsible for general management, financial management and for sales and marketing. This was during a very difficult time for the association, with loss of membership and dues revenue. Steve increased membership by 20% and improved losses to profitability by increasing productivity, expense reduction, increased membership and increased export business for our members.

He gave clear direction to the employees and was able to improve overall morale of the association.

Steve is a true professional in every sense of the word, with excellent leadership qualities. I highly recommend Steve for your consideration. Please feel free to contact me if you have any questions or need additional information.

Best regards,

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