



November 19, 2024

**Re: Jim Aaron Recommendation**

To Whom It May Concern

I'd like to offer my unhesitant recommendation for Jim Aaron. Jim is a forward-thinking, enthusiastic, collaborative leader and he would be an asset to any organization looking to grow and innovate, even in a mature market like floorcovering.

Through my involvement with the CCA Global cooperative (a retail network of over 800 floorcovering stores) I have worked closely with Jim for over 15 years, and I can attest that some of the most successful projects in our history had Jim at the helm. Jim has a special ability to visualize the direction that the market is moving and respond to it with a clear and ambitious action plan. That is already an impressive skill, but in a cooperative environment it represents only half the battle. The real challenge lies in convincing a diverse group of entrepreneurs in unique marketplaces to adopt the plan and run with it. And then, those members need to be supported as the plan is executed. That's where Jim's extraordinary talents became the most apparent. His passion and enthusiasm are infectious; I have always been so impressed with his ability to inspire a diverse group of business owners to work together toward a common goal.

I am confident Jim would make big contributions to any organization lucky enough to have him in a leadership role. I'd be happy to share further details if requested, my contact information is below.

Sincerely

A handwritten signature in blue ink that reads "Andrew Wiebe". The signature is fluid and cursive, with a large initial "A".

Andrew Wiebe

President

Red Deer Carpet One Floor & Home