

To Whom It May Concern,

February 21, 2015

This is a character reference letter on behalf of Coach Ron Kardashian. I have known Ron for more then 25 years. I have seen this man grow up into a dignified man of integrity and honor right in front of my eyes and watched him weather life's storms effectively through out his life. I met Ron in the early 1990's when Ron's father reached out to me to see if I could intervene due to the fact Ron at the time, was hanging in East Palo Alto. The city had a reputation as the "Murder Capitol of the Country". I remember the meeting very well and how Ron came into my office with this sense of being invincible and fearless of death. How do you talk to a young man who has no fear for death or regards for himself or others? At 19 years of age, Ron was over taken with drugs and alcohol. However, the potential and fearlessness was to me a sign that Ron had tremendous potential. Now, 25 years later his transformation has never been more evident and his faith, never more strong. His is a living miracle and a testimony to other men and women who may have lost hope or think life may have dealt them the wrong hand. Within 6 months after we met Ron began pursuing his education in Human Performance. Ron's companies are now internationally known whereby he gives the expertise to overcoming all the challenges organizations and individuals' fact during impossible situations. His life is living proof that miracles do happen. He speaks and ministers to hundreds of thousands of men, women and children yearly, and is one of the most prolific visionaries and men I know. As an author, family man, motivational speaker and most of all a Christian business man, I would recommend him to any organization, institution or individual who is looking for optimizing life and success. My Family and I have been truly blessed to have Ron be part of our life. Now with the authorship of his 4th book and the pursuit of his Doctorate, it will put an exclamation point to what he has already accomplished! I look forward to Coach Ron's next book and all the future holds for my wonderful friend and world-leader!

Sincerely,



Andre C. Morrow, M.A.CSCS  
City of San Jose