



To Whom It May Concern,

My name is Yusef Johnson, and I am a Flight Design Engineer and the Integration Lead for NASA's Artemis IV Lunar Landing Mission here at Johnson Space Center in Houston, Texas. On my Twitter profile, my job title reads Rocket Scientist & Football Coach, and believe it or not, there are multiple aspects of each position that carry over, one to the other. Among them is dedication to one's purpose.

I've had the pleasure of witnessing Paul Markgraff in action at numerous national conventions for the American Football Coaches Association. He and his team sold exhibitor booth space for the AFCA Annual Convention to sports industry equipment manufacturers throughout the year. Then each January, Paul and his team hosted around 250 of those manufacturers and around 7,000 football coaches at the convention.

I can attest to Paul's unwavering commitment to serving his clients, who he always referred to as his partners. His performance was nothing short of outstanding. He consistently demonstrated remarkable dedication to his purpose, which was ensuring that every client had a rewarding and successful trade show experience.

One characteristic that sets Paul apart is his empathy for his clients. He listens attentively to their needs and tirelessly works to meet then exceed their expectations. His interactions are always client-focused, and the level of service he provided at the trade show not only reflected well on him but also significantly contributed to the positive perception of the event and the AFCA at large.

Paul's ability to display adaptability and remain solutions-oriented in the face of unexpected challenges is also noteworthy. An incident that stands out for me is when all his clients' trade show materials and paperwork were delayed in shipping due to a winter storm that grounded planes and stalled freight across the eastern U.S. Undeterred by this potentially catastrophic turn of events, Paul enacted his Plan B and utilized backup files he always carried. Collaborating with the convention hall's business center, he managed to reproduce all necessary materials, enabling his clients to set up their booths on time as planned. His calm and composed demeanor during this stressful situation ensured that the trade show lived up to its promise, turning a potential disaster into an unequivocal success. I don't think any of the exhibitors ever knew there was a problem.

Paul's approach to his work is admirable. He ensures that the trade show experience purchased is the trade show experience received. He constantly demonstrates exceptional levels of professionalism. His devotion to his clients, resourceful problem-solving skills, and relentless drive to deliver elite service make him an outstanding candidate for any organization seeking a proven, high caliber leader. I am confident that his dedication to serving his readers and customers will continue to be a valuable asset wherever he goes.

Please feel free to reach me at [yusef.johnson@nasa.gov](mailto:yusef.johnson@nasa.gov) should you require any further information.

A handwritten signature in black ink, appearing to be 'Yusef Johnson', followed by a horizontal line and a small asterisk.

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NASA