



March 25, 2010

Dear Hiring Manager:

The Daniels Consulting Firm (DCF) would like to formally recommend Dan Zale, a current applicant for your firm. DCF was created to help current Masters students obtain real-world experience, improve their business acumen and give an opportunity to apply their education to a current business. Our success is dependent upon the personal drive and quality of the consultants; from this perspective Dan is an ideal member of our firm.

The Board is confident that he will be successful in his next position. He has exhibited drive, creative spirit and commitment to his work. His project manager for a marketing plan project stated that, "Dan stepped right up on a challenging portion of the plan and delivered specific and useful information. His research gave a much needed look into the Denver market using current and relevant demographic data. It was great information to start the plan with." On this project, Dan conducted an entire industry analysis providing necessary data for multiple parts of the plan. The project manager is confident that Dan can transfer these skills into practical business experience through creative and functional campaign ideas. At conclusion of the project, the client for this project was very pleased with the deliverable.

You are fortunate to have the opportunity to take advantage of Dan's skills and we hope that you strongly consider him for your open position.

Sincerely,

Alexander Ridder
Board Member

Marcus Birney
Board Member

Wilbur Deck
Board Member