

July 25, 1996

To Whom It May Concern,

If you are reading this letter, it means that Dave Wilson, a former co-worker of mine, is applying for work with you. I would guess that Dave is one of several applicants, so it gives me personal and professional pleasure to recommend him without qualification or hesitation.

Before I tell you about Dave, let me tell you about our business as it may help put his talents into perspective in context of the position he's applying for in your organization. We are a marketing communications agency that handles a variety of clients that have included Dial Soap, Armour-Star Canned Meats, Yamaha Motor Corporation, Abu Garcia Fishing Tackle, Stren fishing line, Remington, Smith & Wesson, Coleman, Skeeter boats, Magellan GPS Receivers and others. As you can see, most of our accounts are in the recreation business, and generally technical in nature. The kinds of work we performed for these clients included press release writing, feature writing, newsletters, magazines, photography, special events and dealer relations. Dave was heavily involved in writing and editing. We produce Yamaha's corporate publications, which are full color magazines, tabloids, sales letters, and newsletters. Dave would often interview over the phone and then quickly write a feature that you would think took hours. He's a genuine creative writer and editor. Because our accounts are all national in scope, the pace is normally full tilt, and to keep our clients satisfied, our work has to be compete with the best efforts of larger, national competitors. Dave was one of the reasons we have been able to keep these companies as long-term clients.

We also have a division that produces a national newspaper feature service called Escape To The Outdoors. This is a service newspapers and magazines receive at no cost and are offered the features to use at will. Our clients, and other companies underwrite the cost of these mailings, which go to about 11,000 newspapers and regional magazines. While he was here, Dave would often write many of the features. Considering that each edition generates hundreds of clippings from features selected and used by the editors, it's as good a testimonial to his writing that I can think of. If editors from different parts of the country select his work to be used in their publications, usually without editing, that's quite a compliment.

You should also know that Dave left here at his own request in order to pay full attention to the writing of a book about Arizona. In the event we had an opening, I'd welcome him back without hesitation.

Dave first joined us after finishing college in Tucson and a stint at another position. When his resume arrived, he had excellent qualifications and a good track record in school. In fact, it was his business activity called WILD CARDS that got him his first interview with us. He can tell you more about it, but what I read in his record was that here was a young man with his sights set on a good career. His WILD CARD business spoke more about his character than his resume. This was his own business enterprise that he created,



which was a showcase for his excellent wildlife photography that he turned into greeting and note cards and sold in a number of retail stores in Tucson.

Why is that significant? I don't know about your employee search, but the majority of applicants today are more interested in what the job can do for them, not what they can do for the job. They care less about the work and just do not have a good work ethic.

Dave Wilson brings with him a rare combination of solid work ethic and a creativity capability in writing and photography. We'd like to think we helped hone those talents here, for while Dave was here, he worked on national accounts like Yamaha, Magellan and these are extremely demanding clients. His ability in photography is outstanding. He knows the craft and sees with an editor's eye, giving him that rare ability to capture the essence of the subject in his photography.

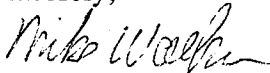
One of his many positive attributes, and one which gave the rest of us peace of mind is Dave's reliability in getting the job done right and on time. Once he took an assignment, we knew it would be done well and he'd meet his deadlines. In addition, he has that rare writing gift of being able to quickly turn a creative phrase in a lead paragraph or wrap up a feature with a close that makes you want to read more of his work.

You'll also like the fact that he's not a clock-watcher. He understands the importance of giving full attention to the assignment and doing it to the best of his ability. He's also not afraid to ask for assistance or clarification. You will find him to be a delightful change, given the attitude of so many of his peers when it comes to work ethics. He has a wonderful dry sense of humor, although he's a very quiet individual. I never hesitated to send him on the road to trade shows or client meetings. He is a trustworthy individual any business would appreciate.

I don't know the specific job he's applying for, but I know Dave, so it probably has to do with journalism, writing, photography and editing. If so, you would do well to hire him before someone else does. He's that good, and as he gets familiar with your organizational culture and gets experience in the specific assignment, you will begin to appreciate all that I've written here. Seriously, don't let him get away, pay him as much as your budget can allow and treat him right. Otherwise, one of these days, when we have an opening, I won't bother to run an ad, I'll just go looking for Dave Wilson to hire back.

Call me at your convenience if you want to talk about Dave's abilities in depth.

Sincerely,



Mike Walker  
President

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