



GORDON COLLEGE

January 28, 2015

Dear Rob:

I was delighted to hear you are considering additional higher education clients. Feel free to provide my name and contact information if you need a reference for your firm's great work. I can certainly speak to our various successes while I was marketing director for the Johnson School at Cornell.

You may recall during our long tenure partnering on media and outreach for Cornell's business school that one of our many successful initiatives was a media tour with the Johnson School dean, which you arranged and coordinated in San Francisco. The media we connected with included the West Coast writer for the Financial Times, and other major media outlets based in that area. It was a great help in expanding our visibility and positioning our experts with target media. By the same token, we were able to reach influential national media in New York through initiatives such as the luncheon briefings you created for our faculty, who were able to present on their research and expertise to a select group of strategically selected reporters and editors.

Perhaps the lesson here for me was how your 'base' in the Los Angeles area was in essence a non-factor in our ability to successfully engage national media around the country. The key factor in success was your breadth of contacts with a range of print and cable/network media around the world, and your diligent pursuit of a good placement on behalf of your clients.

Many thanks for your good work and best of success with your new endeavors.

Best regards,

RICK SWEENEY
Vice President
Marketing and Communications
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