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To whom it may concern:

I am pleased to write this letter of recommendation for Diane Collins. I worked with Diane as a member of her Motorsports Parts Manufacturers Council leadership team at SEMA since she became our liaison in 2004.

During Diane's service to us, I interacted frequently with her and depended on her. Very goal-oriented as well as a team player, Diane was always easygoing. She was keenly devoted to her work, but being a real people person, she was also enjoyable to be around.

Diane demonstrated from early in her tenure that she understood what business is all about. She was well organized and thrived under adversity. She kept a sharp eye on the bottom line, but realized too that customer satisfaction is what makes or breaks your business. I suppose doing well in business is easy if you are, as she was, driven in equal measure by both quality and efficiency.

In closing, let me say I have no hesitation in recommending Diane Collins for any position pertaining to marketing or event planning. I feel confident she would be an asset to your organization.

Sincerely,

Chris Thomson
National Sales Manager