

May 3, 2010

To Whom It May Concern:

Re Recommendation of Diane Collins

It is my distinct pleasure to recommend Diane Collins. I have known Diane for about a year as a student in three of my classes. She is currently enrolled in my Principles of Marketing class and is earning an A. In fact her average for the course is 100%, making her the top student in the class. Diane earned an A in both of the other classes she has taken with me, (Advertising and Introduction to Business) placing at the top of the class in each one. She is a diligent and hard working individual who truly values the knowledge she gains in her classes. Her A's were the result of that quest for knowledge rather than simply a focus on grades.

In addition to maintaining high academic standards, Diane has demonstrated great maturity, responsibility and an outstanding dedication to her education. Her communication skills, both written and verbal, are excellent and her work is always of the highest quality. She has demonstrated excellent critical thinking skills and creativity in my classes. Diane is highly focused and has demonstrated, time and again, a thorough grasp of the concepts taught in my classes and the ability to relate them to both "real world" and abstract situations. She is truly an exceptional student and a very impressive individual.

In order to put this recommendation into perspective, allow me to tell you a little about my background. Teaching is a second career for me (actually it is how I have chosen to spend my retirement). I retired after 25 years in the financial services industry. My last position was Vice President of Marketing for The Mutual of New York, later known as the MONY Group and now part of AXA Equitable. I was responsible for the entire domestic marketing effort of this very large international financial company. I have hired, trained and developed many marketing people over the years. As one business person to another, I can tell you without reservation that I would hire Ms. Collins into my marketing operation in a heartbeat based on her capacity for hard work and the outstanding results that come from it. You would be passing on a great opportunity if you did not hire Ms. Collins.

I do not write recommendations for every student who asks me to. I only agree to write them for students, like Ms. Collins, about whom I am completely confident in their abilities and in the value they will bring to the organizations to which they are applying. Diane is one of the very best students for whom I have written a recommendation. If you need any further clarification or information you can reach me at (951) 222-8324.

Sincerely,

Charles Wyckoff
Associate Professor of Business
Riverside Community College