

W H A R T O N

February 22, 2018

To Whom It May Concern:

It is my pleasure to write a letter of recommendation for Laura Kring.

Laura interned in Wharton Center's marketing department during the summer of 2015. During that time she co-coordinated Wharton Center's presence at the summer-long MSU Academic Orientation Program. As such, she scheduled, gathered and prepared material, and attended the event representing our organization to hundreds of students. She also co-coordinated outreach through the campus-wide Green and White Days open houses.

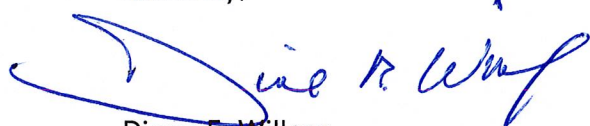
Through the summer she developed promotional plans for our events, preparing press kits, social media, and graphics. She displayed her excellent writing skill through the creation of public radio sponsorship announcements. She also wrote guest articles supporting our events for the Lansing State Journal and Michigan Dance Council Newsletter.

Because of her position as a leader in the Wharton Center Student Marketing Organization, I have also seen more recently how proactive and professional Laura is. She created a year-long program of professional development for members that is impressive, including resume-building workshops and critiques, guest speakers, and panels featuring professionals in the field. Her influence on the careers of these young people will be profound and far-reaching.

Laura is meticulous, professional, articulate and talented. Any organization would be glad to have her on their staff.

I recommend Laura from both a personal and professional standpoint. If you have questions or concerns, please do not hesitate to contact me at 619-894-2503.

Sincerely,



Diane E. Willcox
Director of Marketing & Communications

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FOR PERFORMING ARTS

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