

MICHIGAN STATE UNIVERSITY

To: Live Nation Entertainment
Attn: Scholarships

Date: November 8, 2016

Members of the Selection Committee:

It is with great pleasure that I extend my enthusiastic support of Ms. Laura Kring for the *Live Nation U.S. Concerts Scholarship*. I have known Laura as a student for the past two years and have observed her to be a dedicated and aspiring young professional, particularly through her volunteer work with many activities in and around the university. During the time I've known Laura she has distinguished herself by earning a 3.96 GPA as an undergraduate student while also working as an integral member of the Wharton Center Student Marketing Organization, and as an usher for the Wharton Center, as well.

While all of these accomplishments are certainly praiseworthy, I'd like to focus on certain other qualities that merit additional consideration. Laura truly knows that her success and professional future rely upon distinguishing herself not only as a worthy, hardworking scholar, but as an empathetic creative leader. Moreover, I have come to know Laura as a person who embodies servant leadership, who gives without expectation of reciprocity, and who exemplifies the MSU land-grant mission of discovery, learning, and engagement through character, ethics, and integrity.

I have no doubt that you will receive numerous applications and letters of recommendation in conjunction with many other candidates. However, if you're looking to award your scholarship to an individual who best demonstrates the qualities you're looking for in an awardee – someone who will reflect favorably upon your organization, bring well-deserved recognition and distinction, and who will be worth exponentially more in the long run to your organization than the scholarship you'll award – then I invite you to look no further than Ms. Laura Kring.

If I can be of any further assistance as you consider Laura's application, please don't hesitate to call upon me personally.

With every good wish,



Bruce M. Mackh
Program Director for Arts & Cultural Management and Museum Studies
Michigan State University, College of Arts and Letters



**College of
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