



San Francisco
State University

1600 Holloway Avenue
San Francisco, California 94132

Department of Information Systems
College of Business

October 25, 2005

To Whom It May Concern:

I wish to highly recommend Jon Seidel as a guest speaker on the subject of Information Technology/Systems Management. Jon has spoken to several graduate information systems classes that I teach in the College of Business at San Francisco State University ---- and each time he has received rave reviews.

The graduate students to whom he has spoken were enrolled in the Executive MBA (EMBA), MSBA, and MBA programs. The classes are service courses in that they are taken by the full range of graduate business students, not just those primarily focused on building IT/IS Management skills. Jon's dynamic presentation and discussion of real-world interactions between IT and the business needs it supports and drives has been tremendously successful. The depth of his experience gives authority to his commentary. His ability to "think on his feet" when responding to insightful questions has also made a positive impression on the students. Finally, I would be remiss if I failed to mention that Jon's success as a speaker reflects positively on me as an instructor since I am able to bring him in contact with my students.

So, without hesitation, I am pleased to state that Jon Seidel is a first class speaker and professional that I would highly recommend to any individual or organization seeking his domain of expertise.

Sincerely yours,

A handwritten signature in dark ink, appearing to read "Joshua L. Mindel", written over a white background.

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