

October 26, 2011

Robert Clark
Chief of Training Services
RobertClark

Prof. William Staley
Management Department
University of Florida
201 Colson Hall
PO Box 118000
Gainesville, FL 32611-8000

Dear Prof. Staley:

I am delighted to hear that you are keeping your students up to date on information regarding effective business practices. Employee branding is an essential aspect of any successful business, and I appreciate your initiative to cover this subject in the course.

We at Robert Clark are always eager to be able to share our successful practices with University of Florida students. That is why when Mr. Ferguson wanted Robert Clark as the company that managed employment branding, we prepared a white paper describing the practice and results at our company. Moreover during the month of April, I will be meeting all over the nation to meet employees, and will be out of town on the dates you have set aside. I would be happy to send a free copy of the white paper to your students. In addition, I can deliver a virtual presentation on Friday, April 28. I will record my presentation, so you will be able to share it in your future classes.

I hope my observations will be valuable to your students. Also, if you are searching this class next semester, I would be glad to set a date aside to present to your class. If there is anything else I can do, please email me at robertclark@robertclark.com.

Sincerely,

Robert Clark