



June 26, 2008

To Whom It May Concern,

Dan Bush started working as Central Arizona College's marketing director in October of 2006. I was impressed with his full-range of marketing skills, as well as his eye for graphic design. Both talents were needed. But his expertise in web development was a desperately missed skill at the college. When I hired Dan, I hoped he could pull those areas together for us.

And he has. For the first time, the college truly has an integrated look. This is because Dan can direct outside designers, as well as design projects internally. His skills in desktop publishing and illustration are outstanding.

Dan has worked to implement target marketing at the college, which is an uphill battle. He created a search piece used in our high school recruitment series that was designed to appeal only to the high school audience. The piece increased web traffic by 615 percent. In fact, the day of the Pinal County High School recruiting fair at the college, our web traffic spiked with a 2,040 percent increase in visits. Not only did the high school students pick up the piece and read it, they checked out our website on the *same* day!

He redesigned the class schedule for the Central Arizona Lifelong Learners, an education program aimed at retirees. His changes made the schedule more attractive and easier to read. As a result, membership increased.

Dan is professional, bright and creative. If you are considering Dan for a position, you will gain a valuable team member by hiring him.

Sincerely,

A handwritten signature in black ink that reads "Teresa Verbout". The signature is written in a cursive style with a large initial "T".

Teresa Verbout
Public Information and Marketing Director
Central Arizona College