



January 11, 2016

To whom it may concern:

I would like to strongly recommend Orrin Shawl for your business or organization. I had the pleasure of working with Orrin as part of his internship for his JRN 556 class in the fall.

He is hard working and conscientious and took all of his projects seriously as we put together a large number of events for the Home Builders Association this past fall. In event management, Orrin has shown the utmost in leadership skills and in his knowledge of promoting events through social media, press releases and in directly contacting the members of our association, which resulted in us drawing in some of the largest crowds for our annual events then we have ever had the pleasure of experiencing.

His energetic personality and talented writing skills would rank him as an indispensable part of any job in the promotions industry. In fact, we tackled a new event which included a football tailgate party that drew a large crowd and through the assistance of Orrin and his game co-coordinating efforts, we managed to hold their attention through some very frigid temperatures.

Orrin has the ability to meet deadlines and is prepared to take on any type of event project you may have. He made a great number of helpful suggestions in improving some of the events that we have had running for years. He was a pleasure to have in class as he is polite and friendly and well respected by his student colleagues.

I am sure Orrin with his infectious personality, talented writing skills, his creativity in developing promotional materials along with his ability to take an event from scratch and make it come to life will be a great benefit to your company/organization.

Please do not hesitate to contact me to discuss Orrin in further detail. It is with these accomplishments in mind, that I recommend him.

Sincerely,

Carmelina Crisci

Carmelina Crisci
Chief Executive Officer
Home Builders Association of Central Michigan