


**From:** Carol H Branch <cbranch@odu.edu>  
**To:** mbautista@boomyourbrand.com

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**Date:** Monday, September 01, 2008 09:48AM  
**Subject:** Letter of Recommendation

History:  This message has been replied to and forwarded.

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Dear Ms. Bautista,

I am writing to strongly recommend Judy Popov for the account executive position in BCF's Account Services department. I had the pleasure of teaching Judy in my summer Public Relations Writing course. She excelled on every assignment -- from the news release to the print ad and speech. Her enthusiasm was infectious, always brimming with new ideas and a quest for perfection. In addition, she led a class on how to layout a brochure and newsletter, illustrating her computer skills.

Her vast business experience as a service manager for a firm in Chesapeake will serve her and BCF well in the account executive position. She showed that she can serve clients while juggling multiple projects, always keeping costs in mind.

I was BCF's first account executive in 1982. I know what challenges an account executive faces daily -- walking the tight rope between the creative department and various organizations. I firmly believe that Judy is fully capable of gaining and maintaining clients for BCF and understands the dynamics of an advertising/marketing firm.

Thank you for considering Judy for the account executive position. She would be an asset to BCF.

Sincerely,

Carol Hanna Branch, APR  
Adjunct Instructor  
Communication & Theatre Arts  
Old Dominion University