

March 15, 2013

To whom it may concern:

I'd like to offer this letter of recommendation for Mr. Dale Copley. Dale and I have known each other and worked with one another on a number of projects. Our first encounter was as an advertising vendor to his local Quizno's franchises.

Dale was one of my first clients for a newly created advertising medium introduced to this area a few years back. I find Dale willing to explore new avenues to reach new and existing customers. His ability to quickly analyze new opportunities makes well suited to new challenges and he's a great team player.

Several years later, Dale and I found a common interest based on a new business idea and formed a business together as partners. Working together in the creation of the business plan and execution, I found Dale to be extremely detail oriented and willing to listen to new ideas and new ways of thinking. Although the venture was ultimately unsuccessful, what Dale brought to the business was invaluable.

Dale's understanding of technology and other important business tools, makes him a perfect addition to your organization. Being a former business owner, he also has a keen awareness of the fundamentals, performance and ultimately the bottom line of the business.

In today's fast pace world, where gaining the attention of customers is challenging at best, the ability to plan and execute timely, efficiently and correctly are all traits Dale has to offer. He'll make a truly wonderful addition to your organization.

Please feel free to contact me if you have any additional question.

With regards,

Dick Leonis

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