



November 3, 2011

**Center for
Management
Communication**

Ms. Isha Edwards
EPiC Measures LLC
3535 Peachtree Road NE # 520-145
Atlanta GA 30326

Dear Isha:

Please accept my thanks and appreciation for the assistance that you've lent my students. For more than three years now, you've helped my students here in the Marshall School of Business provide the very best business consulting to the community clients which I have assigned them. These clients have been both for- and non-profit, and the work in which they have been engaged has run the gamut of different products and services.

My students typically are very bright and dedicated, but their on-the-job experience has been limited. Most of them are in their early-twenties, and their work experience so far has consisted mostly of summer and part-time jobs. What you've helped them do is understand much more comprehensively the best practices that lead to success in the business world. Your expertise in communications, marketing, brand management, and consulting has made all of the difference in terms of the recommendations that they have been able to make to their clients.

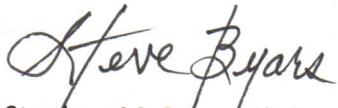
The benefit of this really has been twofold: The clients themselves have gained tremendously from your indirect counsel. In addition, my students, too, have expanded their own repertoire of skills and abilities. As many of them anticipate careers in consulting, you've assisted them in learning what is involved in this career, and you've allowed them legitimately to claim that they have worked with real clients outside of a classroom setting.

The students have testified to your assistance, too. Many of them have told me at a semester's end how much easier you made their consulting. They've been able to take client issues

to you for resolution, and you've always given them sound advice. You've helped the students understand why a particular solution to a client scenario either stands a good chance of success or not. Rest assured that they have tucked away your advice, as well, not just for the sake of the immediate client with which they've been working but also for the future when they might confront similar dilemmas.

All in all, it's been a great partnership for my students, and I look forward to continuing to refer them to you. They will make better professionals as a result of interacting with you, and that is exactly why your support for them has been so valuable.

Sincerely,

A handwritten signature in cursive script that reads "Steve Byars".

Stephen M. Byars, Ph.D.

Associate Professor of Clinical Management Communication
Marshall School of Business