



June 2010

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To Whom It May Concern:

I am writing to recommend Sarah Siewert as an exemplary public relations professional. As a marketing and events coordinator for the Michigan Fitness Foundation over the past three years, she has exceeded expectations with her skills and abilities in event planning and public relations time and again. Sarah has a natural talent for communication and she has been able to positively respond to the challenges this field can present. She consistently succeeds under tight deadlines and stays cool in the face of last-minute pressures while being self-directed and a fast learner.

I have known Sarah Siewert since she was a young college student doing an internship with our organization. When she graduated we hired her as a full time marketing and events coordinator – she was too good to let go. I believe that Sarah has been a public relations practitioner since birth. She has those intangible qualities that P.R. folks need including amazing organizational skills, the ability to think big picture while still being detail-oriented, and an unquenchable thirst to learn new things, particularly related to public relations and technology.

Sarah managed our “Mentoring: A Running Start” program while she was still an intern with our organization. As a full time marketing and events coordinator, she has coordinated ACES (All Children Exercise Simultaneously), the Mackinac Bridge Labor Day Run and other events for the Michigan Fitness Foundation.

She single-handedly brought our organization into the 21<sup>st</sup> century by sharing her knowledge and passion for social media. She successfully made the case for creating our Twitter account (@MichFitness) and developed the social media policy for MFF.

Sarah is a role model. She has encouraged me to become involved in social media as well as influencing me to become more involved in our local chapter of the Public Relations Society of America (PRSA), an organization in which she is very active. Throughout the years, she has also been a great help with our internship program. In fact, I often single her out as an example, telling our interns, “if you can try to be like Sarah, you will do well.”

While it is my wish to work with Sarah for the rest of my career, I realize that she has big things ahead of her. Every project she touches is successful – she has raised the bar for quality public relations work within our organization. She has the drive, the attitude and the talent to have a positive impact on any organization smart enough to employ her.

Sincerely,

Gretchen Mensing  
Public Relations and Development Manager

