



July 17, 2006

To Whom It May Concern:

I am pleased to write on behalf of **Daniel Beck**. Dan is a talented and highly motivated graphic artist, photographer and web developer. I have known Dan for five years and feel well-qualified to comment on his abilities and experience.

Dan has served successfully in a number of roles in our Management Information Office. First, his work in web development has been a great asset to us. Dan created our "portal," which has been used as a model for the university's efforts to tap into this valuable technology. Our portal is easy to use and designed efficiently. Over 1000 of our residence hall students use it regularly, which is a testament to the quality of Dan's work.

Second, Dan was also the primary force behind the Oshkosh Placement Exchange website. The exchange, or "OPE" as it is known among college housing professionals, is a nationally recognized conference involving representatives from almost 200 colleges and universities across the country. For the duration of this conference over 1000 employers and candidates converge on our campus for job interviews. We are approaching our 30th anniversary and have helped thousands of people get their first professional position. Dan developed a web presence that is both attractive and useful. It has greatly enhanced our ability to communicate with OPE participants. Dan worked closely with the event planners to design a site that meets everyone's needs, and did it under pressure while maintaining positive working relationships with members of the conference planning staff.

Thirdly, Dan has played a key role as the department's photographer. His work, always quickly posted online for our review, is well-done and innovative. Photography is clearly a passion for Dan. He has gone to great lengths to bring his own perspective to each assignment. Dan has worked with the lead workers on every project to determine what they are seeking before doing his absolute best to reach their expectations. I have greatly enjoyed viewing Dan's photographic work and believe his ability compares favorably with that of many who work full-time in this field.

No matter what the nature of the work might be Dan maintains a positive, enthusiastic attitude. This makes him an easy man with whom to collaborate. At times I have felt that Dan has worn himself thin due to taking on too many assignments. In order to achieve career success I believe he will have to learn how to prioritize his work at it better so that his energies can be applied most effectively. That said I have a high degree of confidence that Dan Beck will in time become a very successful professional. His work is unique and he possesses a design vision somewhat rare amongst the technically-oriented students I have worked with over the years.

Please do not hesitate to contact me with any questions you may have regarding Dan. I am happy to help in any way that I can.

Sincerely,

Tom Fojtik
Director of Residence Life