

Mr. Nate Vogel
Regional Sales Manager
The Southwestern Company
P.O. Box 305140
Nashville, TN 37230

Dear Nate,

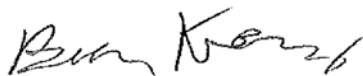
I wanted to take this time to share with you my sincere gratitude for the six summers of selling books with the Southwestern Company. I started my first year at Simon Fraser University in the fall of 1991. I was presented with the opportunity to run my own business selling educational books with Southwestern. And it gave me the opportunity to gain valuable work experience and a way to earn much needed money to pay for my tuition. Over the course of six years I gained valuable skills and abilities; such as the art of selling, effective communication, principles of success, and the ability to manage and lead people.

One of the biggest reasons I chose to sell books during my summers, instead of summer school, was to set myself apart from the other graduates when it was time for me to interview for a career job. When I did graduate from SFU I interviewed with over twenty companies before choosing a career with Coca-Cola Bottling Company. Almost every company I interviewed with was impressed with all that I had learned with Southwestern and the results I accomplished during my six years with Southwestern Company.

I am now a Senior Sales Executive with ADP's National Accounts Team. In charge of leading a team of internal knowledge based experts in strategy planning and business process analysis. My job is to target and present to senior level executives including CEO, CFO, CTO and Directors of HR with regards to how our large enterprise software as a service and full business process outsourcing can best help them streamline their internal processes and mitigate business risk. I utilize a lot of what I learned in Southwestern to present and persuade in order to build business for ADP.

It was not an easy decision to go sell that first summer, especially when my family and friends were not supportive. They didn't think that gaining valuable work experience in the summer time was as important as finishing University faster with the additional courses taken during the summer semester. But I was determined to make a difference in my life and my future. And this decision to sell books all those years has proven to me that this road less traveled has made the biggest difference in my life and my future.

Sincerely,



Brian Kwong
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