



April 28, 2005

To Whom it May Concern:

This is a letter of reference for Jonelle Kearney, who I am recommending for any position she seeks with in the public relations and writing/design fields. This letter is a little longer than usual for a recommendation, but I thought that the national nature of your organization might warrant my sharing as much as possible about her.

During her eight-year tenure at Boeckeler Instruments as Communications Manager, she reported to me, and even now, the company contracts periodically for her services as a writer, marketing strategist, and publications designer. Her most prominent skills, however, go beyond the services she provides, and are behind her continuing relationship with this company. They also make me write to you, as I believe your organization may prize these skills and even help her develop them on a larger scale.

All of Ms. Kearney's skills are driven by her most exceptional one, which can't be cultivated at a university. It is her demeanor. She has a great ability to listen. At Boeckeler, she often became the meeting facilitator due to this ability. She could quickly summarize a need without putting her own spin on it, write it out clearly for all to see, and make sure each voice was heard to develop the next point, and so on. She also has an inherent warmth and professionalism that creates a safe, risk-free environment for sharing ideas. Everyone loved her here, and they still do.

This skill also makes her a good writer and editor, and producer of publications or presentations. Often, ideas from various people -- software engineers to sales people -- would come her way without clear summaries. She would be the one to create those summaries, and she did so by remaining open and asking questions.

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She created many publications and media, including our first Web site and first video production, all examples of tools she picked up and learned on her own while at Boeckeler. Prioritizing and meeting deadlines were added bonuses to this skill.

I'm not sure she recognizes one of her other great traits: poise. That is, it does not matter who she is dealing with -- a president, celebrity, farmer, or child -- she is as poised and professional with one as with another. She's worked with "the big boys," yet it didn't alter her ability to be efficient, which I find a very rare trait. Most people would have gotten flustered or overwhelmed in many situations she's been in.

In addition to all I've mentioned, Ms. Kearney is quite creative both artistically and intellectually. This balance has made her an asset to helping us meet marketing objectives and solving problems, whether they were technical or human-based.

She does not have to be cajoled to do a task. As a manager, I always look for how much time I need to spend so that an employee can do a job -- the less, the better. With Ms. Kearney, after meeting with me, she'd set her own short- and long-term goals, get the tools she needed, learn them, and finish the stack of tasks, looking for the next stack before I knew it. She is unafraid to tackle challenges, and not frightened of trying a new project that the company, or she herself, had never before tackled.

If you have any further questions concerning Ms. Kearney and her appropriateness for your company, please don't hesitate to call.

Sincere regards,

Pat Brey
Vice President
Boeckeler Instruments, Inc.

PB/jk