

August 28, 2016

Re: Letter of Reference

For: Clayton Lose

To whom it may concern;

This letter of reference is for Clayton Lose, a student at Pennsylvania College of Technology, who redesigned our festival's webpage as his Senior Capstone Project. It gives me a great deal of pleasure to write this for Clayton, as his efforts created a much more appealing "look" and "feel" for our website than our previous design. Following the analytics he set up for us, we were able to determine that this turned into greater ticket sales and increased attendance at our event.

The project demonstrated Clayton's ability to create a site that captured the attention of the demographic base we wanted to target. His use of images and colors produced an inviting website. The page design demonstrated his forethought for the appropriate amount of information being laid out in the most logical manner.

Links were clearly defined, with more critical links, such as those for ticket purchases, being abundant and well-placed. Clayton also created links to our Smoked Country Jam Face Book, Twitter, Instagram and You Tube accounts. These links were underutilized last year, but will be fully utilized for the 2017 event.

Clayton was very thorough in his discussions before we started his project. He developed a very good feel for what I wanted and where we wanted to go with the Smoked Country Jam page. He had strong rationale for the design options he thought would fit our site, and kept it simple, with clear explanations and justifications for his choices.

What I have said about Clayton will help you understand the high level of skill this young man has developed. He will not disappoint you. As important, is the fact that Clayton is a tremendously engaging young man, who lights up a room with his energy and personality! He is well-spoken and confident in his ability to explain the work he performs.

Thanks you for giving me the opportunity to tell you what I know about Clayton Lose. I am hopeful he becomes an integral part of your team. Please contact me if you need any more information.

Respectfully,



Ron Kodish, Festival Director  
Smoked Country Jam Bluegrass Festival  
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