

October 10, 2012

To Whom It May Concern:

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I have been both a mentor and observer of Kaiti Moss for some time and have noted she is a very intelligent, creative and focused person. She is a great motivator of those around her, both fellow students and co-workers, seeking excellence in every project.

Kaiti is a leader, both personally and professionally; she leads by example and with a great deal of enthusiasm. Kaiti has proven herself to be a critical thinker who looks for the positive solution in every challenge placed before her.

Kaiti plays a major role as a leader, worker and idea person on the BYU-Idaho - I~Comm Student Media Advertising and Public Relations Agency. Kaiti's contribution of time, ideas, patience, dedication, attention to detail, and enthusiasm has been critical to the success of the program. She has been a creative and dedicated team member and Project Manager working directly with clients contracted with I~Comm Student Media Agency for a variety of campaigns. She leads a team of students producing information, research, and ideas for client printed, video, audio, logo design, online, social media and promotional projects both on campus and for regional businesses.

All organizations are looking for good team players as well as creative team leaders. Kaiti is both. She excels as a team player working tirelessly to accomplish the goals on a project while supporting the leadership. As a team leader she has proven to be focused, innovative, dedicated, and creative. Her honesty, integrity, common sense, and great "can do" attitude is exemplary.

I highly recommend Kaiti Moss.

Sincerely,

John Thompson
General Manager
I-Comm Student Media
Brigham Young University – Idaho
525 South Center Street
Spori 114
Rexburg, ID
83460-0115
thompsonj@byui.edu
208-496-3711