



March 15, 2012

Dean of Students

To Whom It May Concern:

It gives me great pleasure to write a recommendation on behalf of Bob Berkowitz. Claremont Graduate University invited Bob to campus to address a large group of students on "Hire Power: Getting a Job in A Tough Economy". Although my interaction with Bob has been brief, it is clear that his presence, energy, and enthusiasm leave a mark on everyone he meets. He articulates his mission with passion: he coaches people to be persuasive by advocating for themselves while selling themselves in this tough job market. When I was having dinner with him, I was exposed to the breadth of his knowledge in the field and his impressive work experience. Through his questions, I also learned that he takes pride in tailoring his presentation according to what is asked of him. He also engaged and energized our dinner guests as well.

Bob presented his talk effectively and succinctly, and with sufficient substance to elicit thought-provoking questions from the audience. I was impressed with the way Bob played his part in motivating the audience to take charge in asking pertinent questions rather than only promoting his own ideas. The discussion became lively and the audience was extremely engaged. The questions were so numerous that we had to conclude the presentation ourselves or it would have continued for many more hours. This is evidence of a truly successful event.

One of our students wrote: *"You should never be limited by existing jobs; create your own, but be realistic about it." This was one of the first things that Bob Berkowitz stated during the "Hire Power..." presentation. He said it with such visible convictions that I was inspired to do just that. The day after the presentation I met with my current employer and voiced my desire to 'climb the ladder.' I scheduled meetings with individuals in positions to potentially satiate my professional aspirations, and I was pleasantly surprised by the ease with which I was able to make headway."*

I feel confident that many students left the talk with his words ringing in their ears. I would like to highly recommend Bob Berkowitz to any institution that is interested in inviting him as a speaker.

Sincerely,

A handwritten signature in black ink, appearing to read "Fred Siegel", written in a cursive style.

Frederic A. Siegel  
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A MEMBER OF THE CLAREMONT COLLEGES