



May 23, 2010

Dear Heather,

Thank you so much for visiting The Ohio State University and presenting "8 Steps to Creating and Maintaining Your Personal Brand" at PRSSA's Brand Yourself seminar this spring. Your presentation was a perfect fit for what our board members were hoping to provide for our PRSSA members and students across campus.

When we began the 2009-2010 school year, we set a goal to host an event that would not only benefit students interested in public relations but also students with different career goals. We appreciate you tailoring your presentation to incorporate tips that would be applicable to a variety of students. Business, spanish, nutrition, nursing and communication majors attended the event and left with a new perspective on creating an individual brand as they search for jobs and internships. After your presentation, attendees could not get enough and continued to ask questions.

Your suggestions for creating web portfolios, business cards and the infamous elevator pitch were helpful for many. You were wonderful to work with and we hope future PRSSA boards will keep you in mind when they plan a new event in the future. We admire your commitment to helping students discover and create opportunities of their own. We welcome multiple speakers each quarter, and your presentation was definitely one of the most memorable.

Thanks again for the great advice - you truly helped our seminar become a success at The Ohio State University!

The Walt Seifert Public Relations Student Society

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