



Dear Sirs:

While working at the Association for Service Management International (AFSMI) I had the opportunity to work closely with Sue Fern in the areas of membership, marketing, vendor programs and educational training.

Sue's talent in working with volunteer committees and the Board of Directors has no equal. Professional and personable, Sue delivers on her promises whether it's a marketing project deadline, staying within a tight budget and delivering a quality event, or exceeding goals in all her assigned areas with a confident attitude and a business approach.

In any setting, Sue is able to evaluate the problem, take the necessary action to correct it and earn the respect of those around her.

Working in new industries is no obstacle for Sue Fern. She is intelligent, savvy and has worked her way up the business ladder by being smarter, quicker and more successful than her counterparts. Having said that, I must point out that she uses her position of leadership not just to get the job done but by challenging those around her to do better, try harder and to excel.

I would recommend Sue Fern to any company or association because of her level of business knowledge, managerial skills, her ability to work with all levels of a corporate structure, and her overall positive attitude that filters down to those around her.

Sincerely,

A handwritten signature in blue ink, reading "Barbara Divver". The signature is fluid and cursive, with the first name "Barbara" being more prominent than the last name "Divver".

Barbara Divver
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