



MISSOURI VALLEY

USTA Missouri Valley

8676 W. 96th St, Suite 100 • Overland Park, KS • 66212

(913) 322-4827 • Fax (913) 322-4801

www.missourivalley.usta.com

To Whom it May Concern:

I was Joe Loudon's colleague for two years, from 2005-2007, here at the **United States Tennis Association/Missouri Valley**. My title with the USTA is Senior Communications Coordinator, and I deal with Public Relations/Media/Web site content for a five-state region of nearly 25,000 members.

I wish Joe the best in his professional endeavors and believe he would be an excellent addition to Graceland University's athletic staff. This letter of recommendation should be received as my endorsement of Joe's abilities and skills, and my belief that he would be an invaluable addition to any company he sought employment from.

Joe and I were two members of a three-person Marketing and Communications Department from June 2005 to July 2007. As I told our boss when Joe left, he was probably the best employee we had on staff. I was very dismayed when Joe decided to explore other opportunities because I knew we'd have an enormous challenge in finding his replacement.

Joe's skill set is nothing short of remarkable. I think that is his best attribute to a potential employer, the wide range of professional capabilities he brings to the table. It certainly made him stand out here. Joe is not only a talented writer who can create, edit and handle features and news stories, but a professional photographer, graphic designer and Web master. That complete of a skill set is almost impossible to find.

He was the editor of our 12-page quarterly publication *CrossCourt*, compiled and created an 84-page annual yearbook by himself. In addition, he served as our primary Web master. Each one of the things that Joe worked on garnered us acclaim across the nation's tennis community because of their quality. From the time Joe came to work with us, the look, feel and quality of everything we did Communications-wise increased exponentially. His projects were always on time and under budget.

I'd been a sports reporter for eight years prior to coming to this job, and I've worked with some of the top reporters in the nation, many talented people. I worked with Joe for a little over two years and I can honestly say he is the best co-worker I've ever had, bar none. He was also a mentor and a teacher to me even though that wasn't his role. More than anything, Joe is a stand-up guy and a quality person who would be a welcome addition to any employer.

If you'd like to discuss Joe's attributes in more detail, please don't hesitate to contact me.

Sincerely,

Jeff Sikes

Senior Communications Coordinator, USTA Missouri Valley