



CONTINUING EDUCATION OF THE BAR ■ CALIFORNIA

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June 29, 2009

To Whom It May Concern:

I would like to recommend Ms. Yelena Karanovich to you as a graphic designer, writer, and project manager. Ms. Karanovich has worked for me for the past nine months on a temporary basis. Unfortunately, because of the worldwide economic crisis and the specific challenges facing our company, I could not offer her a permanent position or continue her employment as a temporary worker. However, when circumstances change, I will gladly inform her and give her the most serious consideration.

CEB is a unit of the University of California. We were founded in 1947 by the University and the State Bar of California and remain a joint venture of both. CEB is a legal publisher and continuing legal education provider.

Yelena has performed many tasks for us and all admirably. She has been in charge of all Sales Department collateral, handling both the midyear FY 2008-09 collateral updates and the FY 2009-10 full scale revisions. She has also willingly created new collateral to respond to new sales opportunities, both short term and long. She works very well in collaboration, writes well, and designs exceptionally. She takes branding consistency well into account. She is willing to consider and compromise but also support her point of view with intelligence and flexibility. She has acted as project manager for all collateral, ensuring that materials flow through the production system to an ontime arrival for use by our Sales Representatives and monitoring supplies of each, obtaining additional supplies when necessary.

She has also researched annual customer giveaways for account visits and product exhibits, recommending items within budget, and requesting purchase and delivery. She showed initiative by recommending we purchase from a different source on one item, to save money. This then allowed us to order significantly more of another item as well. This is a major annual project, requiring a great deal of time and care. Yelena handled everything with efficiency and good humor.

In addition, I have assigned her numerous special projects. She has never become flustered, indeed initiating discussion of priority changes in a review of her work remaining to be done. Whatever we have asked her to do, she has done in a timely manner, including us in the process, and coming up with superior results.

Yelena not only works hard but she also has a collegial approach, working well with colleagues towards a common goal. She takes a positive approach and is a pleasure to work with. We will all miss her.

If you would like to speak with me, please feel free to phone or email me. My contact information is listed below.

Sincerely,

Richard May  
Director of Sales & Customer Service

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