

Cramer-Krasselt
733 North Van Buren Street
Milwaukee, WI 53202

August 18, 2008

Chancellor Richard Telfer
University of Wisconsin-Whitewater
Whitewater, WI 53190

Dear Chancellor Telfer:

As a Wisconsin business leader, I consider our state to be extremely fortunate to have a business school the caliber of the University of Wisconsin-Whitewater in our own backyard. With approximately 85% of the business school's graduates establishing their roots within the state, it is extremely beneficial that UW-Whitewater's College of Business & Economics does not fuel the "brain drain" that occurs with some of our state business schools.

Cramer-Krasselt has had the fortune of hiring excellent employees and interns from UW-Whitewater's business program who have greatly contributed to our success. Our agency doesn't believe in a one-way flow of benefits, so we have supported our employees when they have chosen to provide feedback on courses, judged case competitions, spoken in student classrooms, and participated in programs like the American Marketing Association's regional conference scheduled on UW-Whitewater's campus this fall. We find our relationship with UW-Whitewater's business school to be mutually beneficial.

It is my sincere hope that the state provides many years of generous support to the University of Wisconsin-Whitewater and, specifically, to their College of Business & Economics. Wisconsin needs to continue to support their programs, students, and faculty in order to provide a steady stream of high quality graduates into the Wisconsin labor force for years to come. In my opinion, UW-Whitewater graduates are the face of Wisconsin business.

Sincerely,

Susan M. Northey
Senior Vice President, Director Brand Planning

c: Interim Provost Clements