



UNIVERSITY OF CENTRAL FLORIDA

**UCF College of Business Administration**  
**P.O. Box 161991**  
**Orlando FL 32816-1991**

March 2, 2017

To whom it may concern:

I am writing to recommend Dr. Rick Goodman as a consultant, keynote speaker and business growth expert. Rick gave an inspiring talk to our students and faculty that challenged their assumptions about what it takes to succeed in today's world.

The students and faculty were completely engaged in his presentation and Rick stayed around long after the talk ended to answer questions and provide advice to individual students. We would welcome Rick back to talk at UCF anytime... everyone got quite the education that day. If you need a speaker to help shape professional development for both students, administration and faculty, I highly recommend Dr. Rick!

Paul Jarley  
Dean  
College of Business Administration  
University of Central Florida

A handwritten signature in black ink that reads "Paul Jarley". The signature is written in a cursive style with a large, looping initial "P".

Paul Jarley  
Dean, College of Business Administration