



Sept. 29, 2013

To: Kimberly DeSimone
From: Barry L. Gan, Professor of Philosophy; Director, Center for Nonviolence
Re: Thanks!

A few weeks ago, at the busy start of the semester, you met with me to help me begin to understand how I might use social media to advance the nonviolence program at SBU. I'm sorry for not having written sooner to thank you.

I had explained to you that I wanted to reach high school juniors and seniors, maybe even sophomores, to encourage them to study nonviolence here at SBU. You provided me not only with many ideas on how to reach them but also on which media and technologies are best for doing so. Your familiarity with the differences in blogging platforms as well as the ins and outs of how to maximize Twitter's tools were evident from the start. I appreciated your assessment of the relative merits of Facebook vs. Twitter, of Wordpress vs. Blogger, and so on. The candor of your assessments has, in the long run, I think, saved me much time.

Though I haven't had the opportunity to begin these efforts in earnest, I am comfortable enough to begin, thanks to your instruction and advice, and I am also grateful for your offer to help me further if the need arises. Thanks, Kimberly, for your collegial help. I appreciate it.

Steve Brdarski
240 S. Barry Street
Olean, NY 14760
704-779-4468

9/29/13

Dear Dean Hoffmann,

I write this letter on behalf of Professor Kimberly DeSimone, and with regards to the person, professor and leader that she is on our campus. I have had the pleasure of working with Kimberly for the past 8 months. I have been lucky to have her work with our women's soccer family and individual players. I hope that you can understand that Dr. DeSimone is a very knowledgeable, passionate, and is very driven to help everyone at St. Bonaventure University.

When I took this position, the first thing I did was talk to the team individually and to identify with whom the players were as people. In one of my first meetings with our team I noticed that we had a problem with social media. This was important and a challenge for me, and I started to look for advice and help. Dr. DeSimone wanted to help immediately with the problem, and we scheduled time to get together. She helped me better understand social media, she listened to our team's problems, and assisted in coming up with an action plan for us specifically. She met individually with one of our players to help her personally, and she put together a great presentation to the team about their 'legacy'. I am lucky to be able to rely on her, and our team is fortunate to depend on her also.

Dr. DeSimone's work ethic, compassion, and patience in working with students and colleagues is unmatched. I consider her to be a leader within this area, and I want you to know that she has always conducted herself in a way that is professional (and considerate) of everyone at SBU. I believe Kimberly has a very big heart and I would say she has taught me a great deal with regards to who she is, her field, and how to work with people.

I appreciate this opportunity and would welcome the chance to talk more about the impact Dr. DeSimone has made on my life. Thank you and have a great day.

Sincerely,

Svetozar R. Brdarski



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September 16

Dr. Pauline Hoffmann
St. Bonaventure University
The Russell J. Jandoli School of Journalism and Mass Communication
3261 West State Road
St. Bonaventure, NY 14778

Dear Dean Hoffmann:

I am writing to recommend Kimberly DeSimone for tenure at St. Bonaventure University. I've worked with her for over 13 years; first as a Marketing Manager at Fisher-Price and then continued to consult her while creating my own business, DesignELF Studios. I have now been in business for five years.

I have observed Kimberly's significant contributions in the following ways:

Strategic Marketing – Upon start-up of DesignELF, Kimberly spent time coaching me on best practices to approach and acquire new design clients both within my current industry of Toys and additional industries. She was also valuable in showing me how to identify those clients most likely to use my capabilities as well as a building a template to sell my work and ensure on-going client communication.

Digital/Social Media – Kimberly has continued to keep me abreast of the latest marketing trends and how to efficiently use social media tools to broaden my skill set in design research, building my network, and promoting my design work.

Marketing Communications – Kimberly was actively involved in my website design process. She advised me on positioning and usability to best promote my skills and accomplishments for prospective clients.

Advancing Women in the Workforce – Kimberly's passion for helping women stay and succeed at all levels in the workforce was very helpful as a female entrepreneur. She has been a continuing source of inspiration and knowledge as I am striving to balance my professional career as well as my family life with two little girls.

Thanks to Kimberly's commitment to DesignELF, I now work with 15 clients across 5 different industries. She has been and continues to be a true inspiration to me both professionally and personally. St. Bonaventure University and its students would find her to be an excellent addition to their tenured staff as she brings a wealth of knowledge, passion, and experience with her.

Sincerely,

A handwritten signature in black ink that reads "Erica Golub". The signature is fluid and cursive, with a long horizontal stroke at the end.

Erica Golub
President

Dr. Pauline Hoffmann
St. Bonaventure University
The Russell J. Jandoli School of Journalism and Mass Communication
3261 West State Road
St. Bonaventure, NY 14778

Dear Dr. Hoffmann:

It is my pleasure to write this letter of recommendation for Kimberly DeSimone. I have known Kimberly for more than 10 years: first working along side her at Fisher-Price and then consulting with her as a female entrepreneur. I have always found Kimberly to be fully committed to her career and a passionate advocate for helping women advance their careers.

Kimberly is an incredibly talented Professional with strengths in the areas of strategy, digital/social media, marketing, advertising and overall communications. She keeps abreast of the marketplace trends and is extraordinarily knowledgeable about new media and ways to build and maintain relationships with customers. Many consultants say they can help you in these areas, but Kimberly is the first person I worked with who had the specific knowledge in these areas that I was looking for.

When working with Kimberly on my business I find she has the ability to see the bigger picture and then condense the situation down to the nuggets that are needed to build strategy. Her clarity of thought helps me to move my business forward. She also brings her expertise on women's workforce issues and helping women succeed at all levels in the workplace. I find this to be refreshing and a uniquely valuable point of view, one that distinguishes her from other consultants I have worked with.

On top of her professional expertise in marketing communications, and her scholarly expertise on women's workforce issues, Kimberly is just a great person to be around. She is fun and energetic and her enthusiasm is contagious. She has very strong ethics that she brings to her work and needed in business today. She is committed to her family and her career and I think she would be an excellent candidate for tenure at St. Bonaventure University. I sincerely hope you agree.

Sincerely,

Heather Harris
Owner
Heather Lynn Harris Studios
4 Curley Drive
Orchard Park, NY 14127