

Alaina Houseknecht
16 Lexington Ave., Apt. 1A
Buffalo, NY 14222

September 15, 2013

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 Hoffman,

I am writing to ask that you consider Professor Kimberly DeSimone for tenure at St. Bonaventure University. I am confident that she is deserving of this honor and will continue to serve St. Bonaventure with her talents and expertise for many years to come.

I first met Kimberly in the Fall 2012 semester of IMC at the Buffalo Center. Having taken five years off between my undergraduate and graduate work, I was quite anxious about returning as a student. Kimberly was my very first professor in the IMC program, and was a complete breath of fresh air. Her enthusiasm and knowledge of the marketing communications industry was evident immediately.

Although fun and down to Earth, Kimberly commands a great respect from her students, which can often times be a difficult concept to balance. Kimberly also demonstrates an impressive balance between her academic and professional background. Her time spent at Fisher Price has lent her some amazing experiences, stories and lessons to share with her students.

When I began the program last fall, I was not working in the marketing communications field, but rather fundraising and development. I came into her class with very little knowledge of the field, but within five weeks had a solid understanding of strategic marketing, advertising and social media strategy. Just last week, I start a new job as an assistant account executive at Crowley Webb Advertising. I am certain that the skills and knowledge I garnered in Kimberly's class helped me to secure this position.

As young female, I look up to Kimberly not only professionally, but also personally. She is an extremely dedicated practitioner, mentor and mother, and serves as a role model for many of her students. I am just one example of a student that she has touched with her gift of teaching. I am certain that if Kimberly is granted tenure, she will continue to touch the lives of many more students along the way.

Thank you for your time and consideration.

Best Regards,
Alaina Houseknecht

Dear Dean Hoffmann,

This is Alex Teixeira, St. Bonaventure Class of 2013, and I'm writing to recommend Kimberly DeSimone for tenure in the Jandoli School of Journalism and Mass Communication. I had the pleasure of taking two courses with Professor Desimone during my time at St. Bonaventure, and she was one of the most positive influences on my growth as a student and as a professional.

As a sophomore, I had Professor DeSimone for Intro to Marketing. I use many of the principals she taught me during that course in my current position as a Project Coordinator at a marketing firm. Some examples include Situational—or SWOT—analyses, competitive landscapes, and also some basics of strategic marketing. That was my first experience with marketing, and also the first collegiate class which I ever got genuinely excited to attend. Professor DeSimone gave us a project to complete almost every week. By applying lessons from the textbook to actual projects I was able to gain a far better understanding of the material, and I achieved higher test-scores as a result.

The next course I took with Professor DeSimone was Digital and Social Media during the Spring Semester of 2013. Professor DeSimone didn't simply lecture us about using these important new media channels; she had us working hands-on both with groups and individually to complete relevant, useful and fun projects. She taught us about using social media as a search engine for research, and creating a presentable "deck" for someone else to use, and generally helped us to broaden our level of knowledge in a booming sector of the marketing world.

Professor DeSimone was easily the best teacher I had at St. Bonaventure from a professional readiness standpoint. She helped me after class to prepare cover letters, tutored our AAF team on her own time, and was a genuinely inspiring woman to learn from. Frankly, Professor DeSimone is the finest professor in the J-school, and if you give her tenure I have no doubt that she will positively impact the school, and its' students for many years.

Thank you for your consideration,

Alex Teixeira

September 13, 2013

Dear Dean Pauline Hoffmann,

I have known Professor Kimberly DeSimone since my sophomore year at St. Bonaventure University. I was initially introduced to her when she became my professor for Advertising, which became one of my favorite business courses! Throughout the duration of my Business undergrad, she instructed three of my business electives. Professor DeSimone quickly became a mentor as well as my favorite professor; therefore, I can proudly comment on some aspects of her teaching.

Professor DeSimone was the most passionate and inspiring professor that I had at St. Bonaventure University. She was always highly admired and respected by her students and able to easily engage her classroom regardless the topic. She encouraged me to think out-of-the-box and challenge my creativity. For example, her Advertising class helped me realize that I wanted to enroll in the Integrated Marketing Communications program so I could pursue a career in marketing.

An important aspect of Professor DeSimone's teaching style is how she always bent over backwards to help her students in and outside the classroom. She had a genuine interest and desire to help us succeed. She was always incorporating new and innovative ways to teach material so it was relevant and interesting to her students, which is a quality that wasn't always prevalent in other professors' teaching.

I personally have benefited as one of Professor DeSimone's students and sincerely hope that her efforts as a teacher and mentor will be rewarded by being tenured.

Best Wishes,

Anderson Conte



September 24, 2013

To the St. Bonaventure University Tenure Committee,

This is my personal support letter for Professor Kimberly DeSimone for a tenure position at St. Bonaventure University in the School of Journalism and Mass Communication. As a senior at St. Bonaventure University and Co-Founder of a national non-profit organization, I have known Professor DeSimone as a vibrant and energetic professor and an incredible advisor. Since taking her Marketing class in the spring of 2012, she has always offered support and assistance with outside projects. She often proposes to take on many responsibilities while teaching and frequently meets with students who ask for assistance.

I learned a great deal from Professor DeSimone about how to identify and reach target markets. For several VolunTEEN Nation projects, I received advice from her on several major marketing initiatives and public awareness campaigns. She always effectively and enthusiastically shares her expertise and knowledge with students. She regularly incorporates current examples from popular culture and encourages and values input from the class. Her incredible energy, expertise and sense of humor create a healthy and productive classroom environment.

Her work ethic and integrity are models that I strive to emulate in my later career. Professor DeSimone takes an interest in the continuing education of every student. She encourages students to approach her with their academic challenges or internship ideas. She is a connector of students with opportunities based upon her large network. Through her active role in the Advertising and Marketing Communications fields, she helps students understand the importance of networking. Through social media, she encourages students to link up with various business leaders and shares pertinent resources. Her support helped me gain a greater understanding of the scope of marketing.

She communicates with diverse organizations, writes blog entries, and collaborates with students within various majors to help them understand the importance of building effective relationships.

Out of all my professors, I have rarely encountered one that demonstrated such an interest in helping their students. She has proven to be a reliable, committed and ambitious professor. Professor DeSimone would make an excellent choice. I highly recommend her for a tenure position at St. Bonaventure University. If you have any questions or need any additional information please do not hesitate to email me at simone@volunteennation.org or call 314.503.5853.

Sincerely,

Simone A. Bernstein
St. Bonaventure University, Class of 2014
Co-Founder VolunTEEN Nation

Subject: Recommendation: Professor Kimberly DeSimone

Date: Tuesday, September 24, 2013 9:36:01 PM ET

From: Bill Hogan

To: Hoffmann, Pauline

To the attention of: Pauline W. Hoffmann, PhD.

Dear Professor Hoffmann,

I had the good fortune to have Professor Kimberly DeSimone as my first instructor in the St. Bonaventure University, Integrated Marketing Communications graduate school program. After 31 years in marketing/communications for two regional advertising agencies and two global medical device manufacturers, I was excited to continue my St. Bonaventure education journey, and the first step began with her class.

From the outset, Professor DeSimone brought energy, enthusiasm, and real world experience in strategic marketing to the classroom. Her energetic approach and command of the room immediately engaged the students. She challenged each of the them to bring their best work to class each week through an excellent mix of reading assignments, on-line post discussions, in-class discussions, group presentations, as well as individual presentations of the material we covered. I took her instruction and applied the concepts immediately in my current position as Director of Marketing & Relationship Management for Hillside Family of Agencies.

Perhaps more importantly, Professor DeSimone was accessible. She said we could contact her anytime, and true to her word, I sent a text to her after 11pm one evening and she immediately responded. She provided honest, real world feedback on your work, and she was sensitive to the individual needs and learning skills of each student. She brought out the best in each of her students, which set the tone for the remainder of the program.

In my career I have been lucky enough to be exposed to a variety of marketing and sales professionals. We have a saying for those who can bring it, "She's got marketing chops."

If asked, I would highly recommend Professor Kimberly DeSimone as a professor in the Integrated Marketing/Communications program at St. Bonaventure University.

If you have any questions regarding my recommendation, please feel free to contact me.

Bill Hogan

716-553-7755

Bhogan7@verizon.net

Subject: Kimberly DeSimone

Date: Monday, September 9, 2013 10:17:32 PM ET

From: Bob Owens

To: Hoffmann, Pauline

Dean Hoffmann,

I'm writing to you on behalf of Professor DeSimone as she works towards her tenure. I graduated from Bonas in 2009 with a sociology degree and a marketing minor. I had Professor DeSimone several times and enjoyed learning from her.

Since graduation, I've traveled to Ireland to play semi-professional rugby, I came back to the US and began to work at various sales jobs and now I own my business. I started Lone Duck Outfitters 2 ½ years ago and use the practical lessons Kimberly taught me every day. I wouldn't say her classes pushed me to start my own business, but they definitely laid valuable ground work for me to build upon. She always used practical, up to date lessons to teach us. I loved it!

Professor DeSimone's classes were the few classes I looked forward to. She had an ability to talk with the class and bring us all together. An attribute most of my other professors didn't have. We had classroom discussions and learned from each other, all of which she facilitated. When I had her, we gave a lot of presentations on the projects we worked on. These presentations were great ways to build confidence in front of an audience. During my final interview for my first sales job, I had to stand up in front of the President, VP, Sales manager and the sales trainer and describe my background. I had 30 minutes to discuss my family life, my college experience, my work experience and why I should earn the job. Her lessons prepared me for that.

My younger brother attended and graduated from Bonas in 2012. While he was there he dabbled in marketing and I encouraged him to take a class with Professor DeSimone- Any class! He took a class, and then another, and then another. Her classes are sought after! By granting her tenure, she'll continue to build strong young men and women at Bonas!

Kimberly's lessons are still helping me almost five years later. I strongly encourage you to consider granting her tenure at St. Bonaventure. She's a huge asset to that campus. Her youth and enthusiasm for teaching as well as her love for watching young people learn is something I wish more of my professors had. I'd go back today and take more classes from her if I could.

Thank you for your time and I hope you have a great 2013-2014 school year. Go Bonas!

Sincerely,

Bob Owens
President of Lone Duck Outfitters
315-382-2850
www.loneduckoutfitters.com

Subject: DeSimone - Recommendation for Tenure
Date: Sunday, September 22, 2013 6:09:28 PM ET
From: Cavagnaro, David
To: Hoffmann, Pauline

Hi Dr. Hoffmann,

Professor DeSimone has a natural way of truly engaging the students with the material through her passion and enthusiasm for marketing and social media - her real life experience as a brand and marketing manager was incredibly insightful. Every class, she was so excited to hear the progress that we had made with our group projects and she was always so happy to see how the classroom discussions became so easy and fluid.

What I really enjoyed was the learning team's weekly projects, where each team would teach the class a specific subject matter during each class. It was a creative way for us to engage in the material, gain a better grasp of the class material and also created a lot of classroom discussion. It was an alternative method like this that helped students gain knowledge (as they learned the material) and confidence (presenting in front of the class) as well as also help the students to teach others. I found this as an effective tool.

I feel that I have truly learned more than I typically would have learned from other courses I have taken, because of Professor DeSimone's teaching tactics. Each class, she would teach us the material and have us complete an activity and then take a step back to overview what we had just learned - what the key strategies and tactics were. This strategy allowed the students to analyze what we did and how we can improve it or take corrective action immediately. It really helped to reinforce the lesson that we were learning during the course.

Most importantly, she really opened my eyes to see the shift of how important it is to have an integrated marketing plan that is inclusive of traditional marketing with social media overlays. Professor DeSimone has taught me some very key lessons that I can incorporate in my business today. Her course was one of the best courses that I have taken in the program.

Thanks,

David G. Cavagnaro | Key Account Manager | Fisher-Price Brands
Fisher-Price | 636 Girard Avenue | East Aurora, NY 14052
Phone 716.687.3914 O | 716.480.7911 M | 716.687.3933 F
David.Cavagnaro@mattel.com

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September 9, 2013

St. Bonaventure University
3261 W. State Road
St. Bonaventure, NY 14778

CHRISTY D SULLIVAN
INTERNATIONAL BUSINESS
DEVELOPMENT MANAGER

csullivan@zippo.com
PHONE: 814 368-2823
FAX: 800 407-0377

Dear Dean Pauline Hoffman:

As an alumnus from St. Bonaventure University I am always looking for a way to contribute back to the school so that it ensures other students will also have the opportunity to become extraordinary.

It was brought to my attention that Kimberly De Simone is in a line for tenure at St. Bonaventure University- this was the best news I have had in a long time. Kimberly was my professor in the Masters of Professional Leadership program and I cannot begin to emphasize her powerful energy that creates the best learning environment. Her passion for marketing, her creative spirit to drive the message across, and the knowledge for her field, make her an asset to the St. Bona's family.

Even as a guest lecturer myself at the University, when students ask, I recommend Kimberly's classes. Not many professors devote their energy as much as Kimberly does; and not only do her students benefit from her dedication but the University will benefit long-term with her on staff as a tenured professor.

Thank you for the consideration of tenure for Kimberly De Simone. It is well-deserved and will help to better prepare all of her students for their own successes. It did for me.

Best regards,

Christy Sullivan
International Business Development Manager

September 10, 2013

Dr. Pauline Hoffmann
Dean, The Jandoli School of Journalism and Mass Communication
St. Bonaventure University
P.O. Box J
St. Bonaventure, N.Y. 14778

Dear Dr. Hoffmann:

Reciprocity impels the oscillation of life. Or so I'm learning.

Pursue money and it evades you. Help others and in turn be helped. Good or bad, right or wrong, you get what you give. This much is certain.

Perhaps this is why I sprinted through the tunnel and into the field of marketing over five years ago. Perhaps this is why I'm experiencing some, albeit modest, success today.

Kimberly DeSimone can't be the only instructor so well versed in the 4 P's or Maslow's Hierarchy of Needs. Surely other marketing professors can draw from their professional experience to massage brand positioning into our membranes. And, you know, all the other good stuff.

But information is benign if the desire to accept it is printed on the back of a milk carton. Professor DeSimone sends out a search party for it. Maybe she does it on purpose but I honestly don't know. I can't decide which would be more impressive. Does it matter? It happens. Total engagement. From me and all her students.

I'm unable to pinpoint a particular event that seduced me into a career in marketing. Realistically it was a fusion of factors. Two of them undoubtedly being the semesters I spent under Professor DeSimone's delicate instruction.

I got so much from her. Perhaps it's because she gave so much to me (and my classmates).

There's no expiration date on that kind of example.

Please see to it that my future colleagues are afforded this same privilege. For as long as Professor DeSimone wishes to grant it.

Gratefully,

CJ Maurer '08

Subject: Recommendation for Professor DeSimone

Date: Monday, September 23, 2013 2:58:08 PM ET

From: Courtney Erickson

To: Hoffmann, Pauline

Good Afternoon Dean Hoffmann,

I hope this email finds you well. I am writing on behalf of Professor DeSimone and the opportunity for her tenure at St. Bonaventure.

Professor DeSimone is definitely a teacher that has made an impact on me. Her class was very engaging and her knowledge of digital/social media is great. I was able to better understand what is necessary to have a successful professional social media strategy not only in corporate America, but also at a personal level. Professor DeSimone used her experiences in the industry to teach and give real world examples of how strategies can be successful and how they can fail.

Throughout my time in the MBA program many people have asked me my opinion of the New Market Media class, and I immediately respond with "You have to take that class." It is a very relevant class taught by someone who practices what they preach by having a social network presence, a very reputable one at that.

In addition to professional abilities, she is passionate about being a professor and an overall positive, great person. Professor DeSimone is compassionate, energetic, excited, intelligent, and takes pride in everything that she does each and every day.

To be frank, I think it would be a great loss if St. Bonaventure lost Professor DeSimone. She connects with students and gives them the skills to be successful. I use her class every day in my current position, at my family's business, and in my day to day when creating a social presence for myself.

Please take everything above into consideration when making a final decision regarding tenure for Professor DeSimone.

Have a great afternoon.

Courtney Erickson
MBA
716-913-8887

September 21st, 2013

Dear Dean Hoffman:

It is with the most esteemed pleasure that I nominate Professor DeSimone for tenure at St. Bonaventure University. I have known Professor DeSimone for seven years and our relationship has turned into an amazing friendship. She is most deserving of this great accomplishment to further her career in education.

In the fall of 2006, I was introduced to Professor DeSimone as my professor in my Principles of Marketing class. From the first day of class, I knew Professor DeSimone wasn't like other professors. My interest in marketing grew extensively from taking her class. I originally was an Accounting major, but due to my interest in her lectures, I switched my major to Marketing, and chose to take three additional courses taught by Professor DeSimone. Through my graduate studies at St. Bonaventure, we continued to stay in close contact. I assisted as a Student Advisor in AAF and was a guest judge during presentations in her classes.

Professor DeSimone's teaching methods were extremely interesting and captivating. From presenting new terms in the textbook to relaying multiple stories from her time at Fisher Price, Professor DeSimone kept class interesting at a very high level. Her daily use of multimedia in the classroom to discuss marketing campaigns and current marketing events was always relevant and thought-provoking.

The thing I liked most about Professor DeSimone was her connection with students. She is easy to talk to and is very comfortable around her students. I would stop by her office after class multiple times, whether it was to discuss course material or solicit career advice. She has written many references for internships and jobs for her students, further demonstrating her commitment to them.

Professor DeSimone also devotes time to her intellectual self. She is currently in the process of obtaining her PhD from Walden University online. Outside of the classroom she is constantly researching the various trends happening in the marketing and advertising industry. Her findings are posted on her blog (<http://www.workingmother.com/blogs/powermom>) and her Twitter handle (@ProfDeSimone). She also has had the opportunity to present her research at various conferences with fellow Bonaventure professors and colleagues.

A few words come to mind to describe Professor DeSimone: passionate, wise, and most importantly, friend. She is impacting the lives of her students on a daily basis and deserves to be rewarded with tenure. Having Kimberly DeSimone as a professor was something special, and her teachings and philosophy I take to heart daily.

Sincerely,

Eddie Perry

Admissions Advisor

Lackawanna College

[570-239-4907](tel:570-239-4907)

Edwardjperry2@gmail.com

Subject: Fwd: Reference Letter - Kimberly DeSimone

Date: Tuesday, September 24, 2013 8:28:15 PM ET

From: Elizabeth Erdle

To: Hoffmann, Pauline

Dear Dean Hoffmann,

I am writing this letter to provide an evaluation of Kimberly DeSimone's performance in teaching, as part of her application for tenure at St. Bonaventure. I have known Professor DeSimone for several years, since my undergraduate studies in marketing at SBU.

I have taken quite a few courses with Kimberly and can honestly say she was one of the best professors, if not the best, that I encountered at St. Bonaventure. She is a genuine and caring teacher and it is very apparent she truly wants her students to succeed. Her energy and attitude made class enjoyable and fun, and a pleasure to attend, instead of a dread. The material presented in her classes was always relevant and well thought out; she really pushed us to think outside of the box and get creative, which is essential in the world of marketing, but also for students eager to learn. Much of the work that I completed for Kimberly, I was able to use in my portfolio during job interviews post-grad. She also brought in past co-workers and friends that worked in marketing or other fields to speak openly with the class about their jobs – such as a merchandiser and designer. This brought fresh perspective to the class and kept us interested. It also exposed us to the many different types of jobs to which we could apply our skills and knowledge.

More importantly, Kimberly's classes encouraged engagement and teamwork. It is quite obvious that people and social skills are extremely essential in the world of marketing and business in general. I was already an outgoing individual, but she instilled the extra confidence needed to be able to enter the "real world".

Lastly, the one piece of perhaps less serious advice Professor DeSimone gave that most sticks out in my mind: you should always know a little bit about what is going on in the sports world. At the time, I did not think much of this, but as a twenty-something working in a predominately male office environment; this could not be truer. I skim ESPN daily.

I would love to see Professor DeSimone be a part of the Bonas family for years to come, and to hear current students rave about her classes like my peers did. It is an honor to have had her as not only a professor, but a mentor as well.

Thank you for your time and consideration.

Sincerely,

Elizabeth Erdle, '10, '12

Subject: Professor DeSimone Tenure Recommendation

Date: Tuesday, September 24, 2013 10:34:15 PM ET

From: Elyse Marie Kosakowski

To: Hoffmann, Pauline

Dean Hoffmann,

I am writing this recommendation to you on behalf of Professor Kimberly DeSimone who is a current candidate for tenure at St. Bonaventure University. Now I could easily go on for lengths describing how qualified she is, but I am going to keep it to three highlights that have resonated with me as I have entered into the "real world."

One thing that DeSimone taught me that has resonated with me greatly was not about marketing or advertising. It was about life. While I was deciding what my next step would be post-Bonaventure, DeSimone offered advice. She said (about moving to NYC) "there is no better time to do it. You will be broke, but you already know how to live like a broke college student." This conversation has stuck with me, not because it is true, but because it was what I needed to hear. She wasn't glamorizing anything, it was a matter-of-fact statement that encouraged me to just do it. DeSimone has a way about her, that is so welcoming and motherly, that getting such advice from her is really taken to heart.

Now, the only class I had her for was AAF, and I looking back I couldn't have asked for a better person to lead. We were able to learn from her laissez fair approach, as she really let the students do the driving. Along with that, she also brought in her outside the classroom learning, that real-world experience that helped set the stage for what would come in the future. It always helps to hear that angle as opposed to learning from a book that was wrote 10 years ago.

Thirdly and lastly, DeSimone is a true mentor and role model. She is a passionate person who truly cares about the work, but also the person behind it. She is someone to always turn to for advice on how to be a better student, and person. A true confidante and cheerleader, always empowering me, ultimately helping me to strive to be the best that I can be.

If you need anything else from me as you consider DeSimone for tenure, please do not hesitate to reach out. Please do know that I think there is no better candidate, as she will help to continue to grow the J-school years into the future.

Regards,

Elyse

--

Elyse Marie Kosakowski

Emily L. Ciralo
641 Alt Boulevard
Grand Island, N.Y. 14072
716-863-8672
emilyciralo@gmail.com

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

Dr. Hoffmann:

I give Kimberly DeSimone my highest recommendation for tenure. During the course of my 5 years at St. Bonaventure University, I worked with Professor DeSimone in several capacities.

I explored the possibility of a marketing minor during my sophomore year. Professor DeSimone taught my first class. She hooked me. Convinced me. Sold me on the very concept of selling itself. Because of her, I completed the minor, and I took every class in which I had the opportunity to be taught by Professor DeSimone.

Professor DeSimone has a genuine love for the world of integrated marketing communications. She is one of few professors who continually kept me captivated and craving more. Her personal and professional sense of style – whether it be her attire, her diction or her ability to bring the textbook to life through her own experiences – inspired me. Simply put, I wanted to be like her “when I grew up.” Her hands-on experience in the field of integrated marketing communications lent invaluable advice, instruction and guidance to her students, and it continues to resonate with me more than 4 years later.

As the president of The Stalwart Group, St. Bonaventure’s chapter of American Advertising Federation, I had the opportunity of working with Professor DeSimone as the chapter’s adviser. She displayed a real sense of excitement, eagerness and warmth towards her students and our project. She cared. She made herself available. But, as a true adviser, she always let us make the final decisions, and as such, she was there to pick us up when we didn’t place as well as we had hoped in the regional competition. She didn’t let us feel sorry for ourselves. She praised our efforts, examined where we went wrong and then encouraged us to learn from the experience and to move on. By doing so, she enabled us to become strong, adept men and women who would be able to accept and work well with constructive criticism further down the road in our careers. And for that, I am forever grateful.

Every school needs more Kimberly DeSimones who are proficient in their fields, connected to current events and immersed into the classroom with their students. I consider Professor Kimberly DeSimone to be a mentor, and that is why I highly recommend her for tenure.

Sincerely,



Emily L. Ciralo, '08, '09
Corporate Communications Specialist
National Fuel Gas Co.

Emily E. Sorokes
Class of 2012, 2013
Account Manager
Total Beauty Media, Inc.
370 Lexington Ave.
New York, NY 10017

Monday, September 9, 2013

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

Re: Letter of Recommendation for Kimberly DeSimone

Throughout the course of my five years spent at Saint Bonaventure University, I had the extreme pleasure of learning and working with Kimberly DeSimone on multiple occasions. She truly inspired me to pursue a career in marketing and advertising, and I owe much of my success to her teaching and mentorship.

I always say that if it were possible, I would have taken Kimberly for every one of my marketing classes at Bonas. Her previous work experience at Fisher-Price was a large asset to her as a teacher because it provided a huge value to me as a student. Kimberly would introduce a concept, such as new product development, in required reading from the textbook. Then in class she would elaborate on the concept by telling us the steps Fisher-Price took in developing new products and the steps it took to make things happen. She took advantage of her education and always shared that with her students. Having a constant real-world example of a marketing concept really made things stick with me, and Kimberly did her best to make everything as relatable as possible. She always showed students that these terms were actually true marketing concepts, not just bolded phrases in a textbook.

Working with Kimberly in American Advertising Federation truly showed what she brings to the table for Bonas. Kimberly never told us we were right or wrong, but instead constantly challenged my team members and I to make connections where other teams wouldn't. She also provided an interesting marketing perspective, always reminding us that ultimately we are aiming to please the client, not ourselves. Her perspective got my mind thinking far outside the realm of AAF. These lessons have helped me throughout my college career and into my professional work life. It has given me the insight to what clients look for, and it has helped me succeed as an account manager on the advertising side of a business.

Most importantly, Kimberly taught me what it's like to be a woman in the workplace. She is a professional woman who is loud yet approachable, intelligent and funny, and wears a lot of lipstick – and doesn't ever apologize for being herself. She knows the unfair truths about being a professional woman and blogs/tweets

about them often. For example, a man who leaves work for his son's soccer game is looked at as a good dad. A woman who does the same is viewed as not committed to her job. Talking to Kimberly about the struggles of women in the workplace never made me feel sad, though. She always ignited a spark inside of me that made me want to prove myself in the same way she has proven and continues to prove herself.

Kimberly has mentored me on countless occasions, and I've continued learning from her as our relationship turned into a friendship. She provides an incredible value not only to the Jandoli School of Journalism and Mass Communication, but to Saint Bonaventure University in general. I would love for every marketing and advertising student at Bonas to have the opportunity to work in the classroom with Kimberly.

Subject: Letter of Recommendation - Professor Kimberly DeSimone

Date: Friday, September 20, 2013 3:46:21 PM ET

From: Jen Cleveland

To: Hoffmann, Pauline

Dear Dean Hoffman,

I am writing to you on behalf of one of the finest and most inspiring educators I have had in my academic career. Her name is professor Kimberly DeSimone. Professor DeSimone not only taught us the material in the curriculum, but also instilled in us an intellectual curiosity about marketing, business, and ultimately, human nature. She taught us so much more than just the material in the text books.

The real world case studies Professor DeSimone selected were excellent at taking the academic material and bringing it to life. For example, one lesson in particular comes to mind. It was a hands-on project where we had to create and launch a new product. What I learned from this exercise - and from Prof. DeSimone's critique of the students' projects - were the very skills I am using in my professional career right now. This project is applicable to me now because I am in the process of creating a brand new product. I'm launching a food/wine/restaurant video blog, and all of the marketing and social media will be self-funded and grassroots: exactly what I learned in professor DeSimone's classroom.

Another powerful lesson professor DeSimone taught me and my female classmates was how to be a confident, successful woman in the workforce. My first job out of college was a Financial Analyst position for GE Capital. I was one of the few women on a team of analysts. A woman might naturally be insecure in the situation of all male coworkers, but thanks to the support and advice of professor DeSimone I was totally comfortable with my coworkers and confident in my capabilities. She taught me that it's possible for women to succeed in a male dominated workspace... and I have!

I think professor DeSimone's biggest gift is that she uses her background and professional experience to help students take the lessons they learn in the classroom, and apply them in the real world. And ultimately to make the world a better place.

With college tuition prices rising across the country, I think parents everywhere are wondering, "What exactly am I getting for all that money?" Well, because of professors like Kimberly DeSimone, and the other excellent educators at St. Bonaventure, the answer to that for my parents is clear. Since graduation I have had an excellent career with a world-class company, put my degree to work, and earned a lot of money. And I feel that my education has perfectly positioned me for my new entrepreneurial ventures. If you ask my dad he will tell you that every dollar for tuition at St. Bonaventure was money well spent.

Finally, one of the things that makes St. Bonaventure such a great place is the quality of its faculty. I hope the university will do all it can to attract and keep stellar professors like Kimberly DSimone.

Sincerely,
Jennifer Cleveland

Hello Dean Pauline Hoffman,

I highly recommend Professor Kimberly DeSimone to receive her tenure at St. Bonaventure University. Professor DeSimone was a major part of my success in my undergraduate years as I looked to her for Academic Advisement and took several Marketing/Advertisement courses, in fact there were only 1 or 2 Marketing classes that I took that were not taught by her. I had a 3.6 GPA for marketing and believe this was attributable to her teaching/learning style used.

While a student, Professor DeSimone helped me stay focused by keeping the classes engaging and encouraged us to be creative in projects. I feel the experience and confidence I gained in class allows me to be more effective when involved in a professional team setting. I feel I have much more confidence than many of my peers when collaborating in groups because it was a regular part of the curriculum in her classes.

The impact Professor DeSimone had on my learning extends much farther into my career now, even though I am now in the field of Software/Technology. She has motivated me with statements such as "Never regret where you are today, when someone asks you what age you would like to go back to, you should say your current age." This taught me to take advantage of every opportunity and make sure they don't pass by. Kimberly was always available to answer questions and listened to any concerns I expressed about assignments and projects.

I am currently a Software Support Representative for Springbrook Software which is located in Portland, OR. The original company I was hired for is KVS Information Systems and when the company merged with Springbrook I was chosen to lead the support initiative on the east coast from Buffalo, NY. I have used the skills gained through working on projects and presentations in my Marketing classes, and feel this directly resulted in how I am able to conduct myself in professional setting.

Professor Kimberly DeSimone has made a dramatic impact on my career and I am now awaiting my annual review at a company I see myself working at for many years. I feel the same fit here as I did when in classes lead by Kimberly. To explain further, there is so much to learn, I'm challenged and I have the support I need to be successful.

Sincerely,

Jonathan Michael Larson [09']

Subject: Professor DeSimone

Date: Tuesday, September 24, 2013 10:08:56 AM ET

From: Kane, Megan B

To: Hoffmann, Pauline

Dean Hoffman,

I am writing to you on behalf of Professor DeSimone in her pursuit of tenure. During my time at St. Bonaventure I had the pleasure of taking two classes with Professor DeSimone, which included Advertising 101 and the American Advertising Federation. Her classes were my initial exposure to the world of marketing and advertising. In both courses I was astounded at her ability to relate our classroom discussions to the real world. Her impressive marketing experience at Fisher Price made her a credible figure in the eyes of her students. Her classes were never lectures, but rather open discussions designed to test our creative thinking and reasoning. I felt that she set the bar high and tested us on a regular basis in non-traditional ways. She never allowed us to settle with mediocre ideas and it was clear she took great pride and enjoyment in guiding our thinking to the next level. Her classes also taught me the importance of being resourceful. She emphasized research as a means to back our creative thinking, and that in a creative field such as marketing, if you are not failing every now and then; you really are not putting out your best work.

In regards to her character, she is one of the most dynamic people I have met in my entire life. There was rarely, if ever, a dull moment in her class. We covered a good amount of material each class in an efficient manner. In addition, she is a good person. It was clear she genuinely cared about each student's participation, as she always had an insightful comment to add. I had visited her many times during her office hours to review my cover letters and resume and she played an integral role in the development of my resume of which I have received positive feedback.

I am currently employed at Morgan Stanley. My major was Spanish and my minor was marketing. I have learned a great deal of finance in the past two years, but I also handle all of the marketing for my office because of my college background. In addition to teaching us about products and brands, Professor DeSimone taught me that I am my own personal brand and that in my career I need to be the biggest proponent of my brand. It is all about the pitch and what I bring to the table as an individual. I have carried this advice with me in the early stages of my career with much success. I have never forgotten a quote Professor DeSimone shared with us in class, "People won't necessarily remember what you said, but they will remember how you made them feel."

Please accept this email as my vote of confidence in Professor DeSimone. She had a huge impact on me in my two years of working with her. I hope that future marketing students are as privileged as I was to study under such a talented and knowledgeable woman.

Regards,

Megan Kane
Client Service Associate
Morgan Stanley Wealth Management, LLC.
202 West State Street
Olean, New York 14760
(716) 372-0133
Fax (716) 372-5012
megan.buckley.kane@morganstanley.com

www.morganstanleyfa.com/thewilddaygroup

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9/11/2013

Pauline Hoffmann, Ph.D.
Dean, School of Journalism and Mass Communication
3261 West State Road
St. Bonaventure, NY 14778

Dean Hoffmann,

I am writing to you regarding the tenure application for Kimberly DeSimone. It is an application that I whole-heartedly support, and I appreciate this opportunity to share with you my personal experience with one of Bonaventure's greatest assets.

I stumbled into Professor DeSimone's class the summer after my Junior year. I say stumbled because the course (Introduction to Marketing) was nearly irrelevant to me at the time of my registration. I was a biology major that had nearly completed the requirements for graduation, and as such took the class only to 'fill some time'.

The class more than sparked my interest. I never expected an online class to be so engaging. Often, an online class is an impersonal exercise in completing syllabus assignments. An online class with Professor DeSimone at the helm however, could not have been any further from that archetype. She engaged with students on a personal level, provided individualized feedback, and made herself easily available. Within 5 weeks, I became grossly fascinated with a subject that was previous completely foreign to me.

After the summer I was eager to learn more about this new (to me) field. My aforementioned fruitful experience with Professor DeSimone, led me to actively seek her out when it came time to register for my fall classes. This time, I was the only biology major in Professor DeSimone's Advertising class. This is the class that steered my life in an entirely new direction. For the first time, I discovered I could use my scientific training in a way that was not only professionally satisfying, but also potentially profitable. I asked Professor DeSimone to be my minor advisor, and declared a minor in Business Administration.

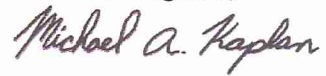
I continued to take classes with Professor DeSimone and each helped me in my current career, but I think it was Kimberly's insights outside of the classroom that really stand out. She was always available. Her defined office hours were irrelevant, as she gladly provided everyone with her cell phone number. Professor DeSimone was always available to discuss assignments and career preparation. It was in one of our conversations regarding the later that I decided to pursue a career in pharmaceutical advertising.

Within months of my graduation I had secured a job at McCann Torre Lazur, which is consistently ranked as a global industry leader. I couldn't have been more prepared for this opportunity. The interview consisted of a presentation. I was to develop and present a physician facing marketing plan for an HCV medication to the department. While my presentation included the likely pertinent scientific information that one would expect from an entry level biologist, I am fairly certain that my presentation was the only one that also included a SWOT analysis. A skill that I learned from Professor DeSimone.

Today I spoke with the director of medical affairs at a major pharmaceutical company. He asked for my opinion on the marketing implications of a new study. Because of Professor DeSimone, I was in the room when he asked the question. And more importantly, because of Professor DeSimone, I was able to answer it.

Please let me know if I can be of any additional assistance as you make your decision.

Warmest Regards,

A handwritten signature in cursive script that reads "Michael A. Kaplan".

Michael A. Kaplan

Subject: Professor DeSimone Letter of Recommendation

Date: Saturday, September 21, 2013 4:41:03 PM ET

From: Kate Burt

To: Hoffmann, Pauline

Dear Dean Hoffmann,

I am writing to express recommendation for Professor DeSimone's Tenure. During the latter half of my college time, specifically my Junior year, I developed a strong relationship with Professor DeSimone.

As a professor advisor to our AAF Stalwart Group, DeSimone provided a lot of insight into the client world. The knowledge she shared on the dynamic between an advertising agency and a client helped the class while developing out integrated campaign. Her advice and insight has also proved especially useful to me currently in my professional life while I work for a digital marketing agency. As I had suspected, based on talks with DeSimone, the agency life isn't right for me and I hope to move over to the client side as my career evolves.

Outside of the classroom, DeSimone provided realistic, and sometimes blunt, advice -- something that can be hard to get by other professors. She also had that phenomenal knack of humor and wit -- something I always envied.

I saw DeSimone's relationships with other students evolve and I know for a fact she still keeps in great touch with many of them.

I wish DeSimone the best of luck during this process and hope this letter serves its recommending purpose.

Please let me know if you have any questions or need any information from me.

Sincerely,
Kate Burt
585-217-1680

Dear Dean Hoffman:

I am pleased to have the privilege of recommending Kimberly DeSimone, for tenure in the Department of Journalism and Mass Communications at Saint Bonaventure University. I have reviewed the criteria for tenure, which, I believe, Professor DeSimone has successfully fulfilled. Kimberly has held the rank of lecturer in the schools of business and journalism collectively since 2006, during which time I was able to observe her as a lecturer, advisor and mentor. Kimberly's accomplishments and contributions to the University have established her academic maturity and the mutual trust that merits tenure.

Teaching Proficiency

Kimberly came to Saint Bonaventure University with recognized talents in sales, consumer behavior analysis, consulting and advertising across various mediums. Kimberly has been a active in teaching graduate and undergraduate students studying many different business and journalism specialties. She has served as a mentor for students on research projects, academics, and career insight through making herself available at office hours, as well as outside normal "business hours" via the internet and virtual online classrooms. Through my discussions with peers and faculty at Saint Bonaventure, Kimberly is highly respected as a professor, and marketing professional as well as a mentor to students within the respective schools of business and journalism.

Kimberly has incorporated into the curriculum new elements of marketing to keep her students up to date on current trends within the marketing, business and journalism industries. She is considered by her colleagues to be a gifted educator, with the ability to hold a student's interest regardless of the specific topic being taught. Kimberly lectures extensively at Saint Bonaventure University in addition to teaching a variety of classes at other secondary education institutes. She has also been requested for consulting work for various businesses due to her extensive experience working in the marketing industry.

Professional Capabilities

Kimberly's research efforts have focused on qualitative and quantitative analyses regarding focus groups, ethnographic studies, and the product life cycle for hundreds of products domestically and internationally. Kimberly has also published articles recently that focus on the behavior behind achieving optimal performance in sports. Kimberly's research has set her apart from her academic colleagues at other institutions in that it has enabled her to expand upon her extensive knowledge of marketing a specific product, to develop a further understanding of the emotion and thought process that occurs behind making a decision. In additional to satisfying herself intellectually and professionally, Kimberly utilized her research studies and techniques to help her students learn better in the classroom. Due to the nature of marketing, it is important to understand why consumers behave in certain ways; and Kimberly's most recent research has allowed her to emphasize more of this in her teaching. During her career as a marketing executive, Kimberly had to adapt to changing technologies, and that skill is now being taught to her students. Kimberly has proven that she can consistently stay up to date with

the current industry trends, as well as what businesses would expect new graduates to be able to communicate proficiently throughout many marketing mediums.

Personal Characteristics

The basis of my recommendation for Kimberly comes from my experience as her advisee and student during my time in the school of business. Kimberly was assigned to be my instructor for an introduction to marketing course, and it was during this time that my interest in marketing was captivated. As a student with a focus on accounting, I was initially discouraged by some faculty from pursuing my interest in marketing. To obtain a better understanding of the marketing industry apart from what I was learning in class I spent many hours discussing the marketing industry and potential career paths with Kimberly inside and outside of the posted office hours. Kimberly never made me feel as if I had to make an appointment to discuss things with her. Kimberly also never presented the necessity to make a choice as to what to study or pursue. I received objective advice from her, as well as encouragement when I ultimately decided to declare double majors in accounting and marketing. Throughout the rest of the time I spent at St. Bonaventure University I was consistently reminded by other faculty that marketing would not lead me to a successful career; however Kimberly never spoke poorly of other business concentrations. Kimberly presented facts and analyses for me to evaluate in making my ultimate decision. The amount of care and attention that Kimberly gave me during the time I spend at St. Bonaventure has made me a better business professional today.

Most of the professors that I had during my time at Saint Bonaventure have not maintained regular contact to see how my career post-graduation is going. Kimberly takes a personal interest in each of her students and cares about whether or not they succeed. After I graduated my career got started in the accounting field, however, it is due to my frequent discussions with Kimberly that I know how to utilize my unique skill set and knowledge base to leverage a career into marketing. It is also due to the skills that I learned in Kimberly's courses that I know the importance of developing a strong financial understanding behind the product life cycle, advertising across various mediums, and implementing a non-traditional media outreach plant that I am confident I am able to transition successfully from a role in accounting to a more marketing based position.

Community

Saint Bonaventure University stresses the importance of the Franciscan Values that it was founded upon. Kimberly not only refers to these values frequently in her courses, but she exudes them in her everyday life. I have worked with Kimberly on several volunteer projects focusing on marketing education at local elementary schools. Kimberly helped develop a competition for local 5th and 6th graders that involved developing an educational game targeted toward 1st graders. Kimberly's role was to help students from St. Bonaventure break down marketing concepts to a level that was appropriate to teach to elementary school students. Kimberly also served as a judge of the student's product prototype, advertising plan, and research methods.

In summary, on the basis of her multiple accomplishments and contributions to research and teaching, and emphasis on service based learning, in the region, in addition to the mutual trust developed between her and the University, Professor DeSimone clearly deserves tenure. She is an astute lecturer and talented mentor and advisor who will become even a stronger asset for St. Bonaventure University in the future. She serves as a critical resource and role model for her colleagues and students in their efforts to support the mission of the University.

I appreciate your efforts in considering this recommendation for tenure.

Sincerely,

Kelly Cobb, CPA

Subject: Letter of recommendation: Professor DeSimone

Date: Tuesday, September 24, 2013 8:04:44 PM ET

From: Kelsey Brockenshire

To: Hoffmann, Pauline

I hope this isn't too late. Please use me as a reference for Kimberly DeSimone. I took two classes with her when I was a student at St. Bonaventure, from 2009-2012.

Professor DeSimone is a very professional teacher that increased my motivation to learn. As a marketing student, I wanted to learn everything that I could about social media and the up and coming, ever changing marketing techniques. I can honestly say that Professor DeSimone was one of two marketing professors that constantly kept me engaged and used real life experience to back everything she was saying. She was by far my favorite professor at St. Bonaventure because of the impact she had on my career choice. She is always trying to inspire students to learn more and do their best through hands on learning, which most schools need more of. She is passionate about everything she does and every student can tell how dedicated she is to her students. Every school needs a Professor DeSimone to push their students to do better and want to learn.

Kelsey Brockenshire
Value & Benefits Communications Assistant
The Financial Guys | Shield457 | Wealth to Women

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idea girl company

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Olean, NY 14760. (716) 474-5012
www.ideagirlcompany.com

September 16, 2013

Dean Hoffmann

This letter is written in recommendation of Kimberly DeSimone, a professor whom I had the pleasure of befriending, when I was a student in several of her classes.

Professor DeSimone is an exceptional teacher and the excitement and enthusiasm she brought to class was an inspiration to me. After attending my first class with her, I knew she was someone with experience in the real world. I could see that she had a passion for marketing, advertising and for teaching her students lessons she had learned in the field. She challenged me to think creatively, and taught me how to take that creative idea and align it within a marketing strategy. I remember a particular class where she required us to create a blog and a twitter in order to start branding ourselves on-line. It was that class that inspired me to start my own business. The blog and social media that I created in class, are the ones I use today.

In addition to her professional skills, I consider Kim a fun and friendly person. I was able to get to know her a little better when I attended the American Advertising Federation classes and the trip to New York City. She was very encouraging to our team during the competition.

I am seriously considering coming back to Saint Bonaventure to attend the IMC graduate program and knowing that Professor DeSimone would be one of my teachers makes it even more appealing. I feel that her professional capability and expertise is an extraordinary asset to the program. I am confident she will prove to be a productive and indispensable part of the Journalism faculty at Saint Bonaventure.

Sincerely,

Liz Threehouse
CEO idea girl company

Subject: Dr. DeSimone's Tenure

Date: Monday, September 23, 2013 12:00:28 PM ET

From: Mack, Morgan R.

To: Hoffmann, Pauline

Hello Dean Hoffmann,

I would like to submit a letter of my support for Dr. DeSimone's tenure. When I was attending SBU she was amazing professor, and she pointed me towards a career path by encouraging me to take a chance and join AAF. I'm now attending the Creative Circus, and I can say wholeheartedly that Dr. DeSimone was one of the two people who got me here.

My first class with her was Advertising. She brought it to life by getting the class to watch and analyze dozens of commercials. The assignments she gave for the course were challenging and collaborative. We got the chance, as a group and individually, to create a campaign for the Nissan AAF brief. She gave out praise sparingly, but the critiques she gave us as we created our campaigns, for both our group and individual work made our campaigns stronger, and forced us to think strategically. She would constantly remind us to keep the brief in mind when we were creating any content, and think of the best way to get the message to the demographic. What made her class go above and beyond for me, was the fact that she was always willing to sit down and discuss the project with each group, and give us feedback. It was definitely the most helpful part of the group work. Because she made sure to give us feedback, we made sure to change something about our work each time, so she wouldn't come back to us and see the same campaign each time we met. She engaged the class, and made some people work harder than I had ever seen them work, because she treated the projects like a competition, and everyone wanted to be the winner.

I took her social media class the next semester, in conjunction to AAF. In it she used her twitter and blogging successes to show us how both mediums could be used to advertise a person instead of a brand. She would show examples of networking and communication on her twitter account, and had us create our own. Once we created media, she had us blogging and tweeting in ways that showed off our personalities and strengths. She would point out someone getting a lot of followers and had them talk about what strategies they used to garner attention, because she recognized that in the demographics each student was trying to attract, simply reaching out wouldn't be enough. she kept tabs on our blogs and was quick to let us know when we would create a post that she thought needed work, or was great. In addition to the blog work we had a semester long group project. We had to give around 4 class presentations and Dr. DeSimone did them in an effort to show the importance of us being able to present ourselves well in person, not just on twitter. The project ensured that we would use the strategies she taught us

In AAF I was working on the campaign strategy as one of the planning team. Dr. DeSimone was a never ending source of information to our team. She was there any time we needed advice on where to go with the information our research had taken us. She guided us in the best possible way. We would bring her ideas and if they were wrong, she would talk us back to the problem we were trying to solve, and then have us draw our own conclusions. When I was the head of the planning team last year, and I struggled with the research, she even though was wasn't technically the advisor anymore, still helped an equal amount, if not more than she did the year before.

I used what she taught me in a social media internship I did the summer after my junior year. I was in charge of a brand twitter account, and I created a character for the account and communicated with individuals to get attention for the account and brand. I used the strategy she taught in AAF and Advertising to create a personality that people could relate to, and then the communications techniques I learned in social media to get people to pay attention. Now that I'm attending the Circus, I'll be able to apply those same strategies to the techniques I'll learn there.

Dr. DeSimone was an amazing resource in my undergraduate career, she is nice, witty, helpful, and a well of knowledge. I hope that I get to see her when I return to school during alumni week.

Thank you for your time,
Morgan Mack

September 17, 2013

Pauline Hoffman, PhD, Dean
The Russell J. Jandoli School of Journalism and Mass Communication
St. Bonaventure University
Murphy Professional Building
St. Bonaventure, NY 14778

Dear Dean Hoffman,

To say that it is an honor and a pleasure to write this letter on behalf of Professor Kimberly DeSimone would be an understatement. I have known Professor DeSimone for the past five years, having taken four classes with her; three at the undergraduate level, one at the graduate. I am entirely in favor of her being a tenured member of the St. Bonaventure University Faculty.

Looking back on my educational journey, I have been fortunate to have a number of highly qualified and talented instructors. However, there are few that I regard as highly as I do, Kimberly. From the moment I stepped into my first class with her, I was captivated by her enthusiasm, topic knowledge and overall care and concern for her students. Kimberly's class was one that I looked forward to. She is just a natural in the academic setting.

Most recently, I took a Digital Media class with Professor DeSimone, at Hilbert as an elective for my MBA. At first, I was skeptical. How could we spend five weeks, focusing on nothing but social media? At the end, I understood *exactly* how we could spend all that time focusing on Social Media. Each student was charged with creating his or her own blog, maintaining it and promoting it through various mediums. Kimberly was on top of everything. The second we had a new entry (or the second we had gone too long without posting something), a re-tweet on Twitter, comment on Facebook, etc, she was first to offer feedback. After taking the course, I can truly say that I have a firm grasp on what it means to have an online presence and that is all because of Kimberly.

Having spent a great deal of her career with Fisher Price, Kimberly brings so much of her real-world experience to the classroom. In my daily routine, I often think of the lessons that Kimberly instilled in us revolving around ethics, personal selling and relationship building.

I can't say enough about what a tremendous asset Professor Kimberly DeSimone is to St. Bonaventure University. I urge you to allow her the opportunity to become a tenured member of the faculty.

Sincerely Yours,

Thomas F. McCarthy '10, '13

Michael A. Avillo

30-32 32nd Street Apt 3R • Astoria, New York 11102
(862) 268-0962 • MichaelAvillo@gmail.com

To whom it may concern,

My name is Michael Avillo and I am writing this letter to recommend Professor Kimberly DeSimone for tenure at St. Bonaventure University.

It has been over four years since I graduated from St. Bonaventure, but not a day goes by that I do not point to the experiences and lessons taught by Professor DeSimone.

During my sophomore year at St. Bonaventure University I took my first marketing class with Professor DeSimone. She was electric. Full of energy, spunk and excitement – she treated her students like young colleagues and provided insight into the kind of experiences few professors on staff had had in the marketing industry.

Professor DeSimone enlightened her students with tales of focus groups, late night brainstorming sessions and the kind of creative pitches that are at the heart of the marketing industry. I can honestly say at the time I did not understand just how important these lessons were. Now having spent four-plus years in New York City in the advertising industry, I point to her as a constant source of inspiration and reference.

Her classes laid the foundation for me to not only pick up a minor in Marketing, but for a post-graduate career in the advertising industry. Since leaving St. Bonaventure I've held account management roles for major advertising and marketing companies in New York City overseeing the development of traditional, non-traditional and digital creative for clients including Starbucks, General Electric, Fidelity, Dell and Chase. Without the marketing foundation from DeSimone's courses and the experiences of working with her in AAF, I would not be where I am today.

Looking back, Professor DeSimone's strongest asset as a professor was the positivity and enthusiasm she instilled in her students. Cliché as that may sound, every class, every question and every presentation you were molded into becoming a stronger "Marketer" and stronger "manager." You worked in groups, just like in the industry. You made decisions together, just like in the industry. At the end of the day you were the salesman, just like in the industry, pitching creative branding based on research and strategy.

From day one at BBDO, one of the worlds largest advertising agencies, these lessons about attitude, enthusiasm and performance came full circle. Professor DeSimone taught you more than a textbook - she taught us the mindset of an industry. She understood what it meant to be a marketer. How to get through those late night brainstorming sessions, how to keep emotions in check in times of distress, how to take initiative in a cut-throat industry and how to make the best out of any situation. Real world experiences that are crucial to being successful in this business.

In conclusion, I strongly recommend you grant Kimberly DeSimone tenure. She is, without a doubt, the strongest marketing professor and mentor that I had at St. Bonaventure.

If you have any additional questions I am happy to speak on her behalf. You can reach me via email at michaelavillo@gmail.com or on my mobile at 862-268-0962

Best,

Michael Avillo

St. Bonaventure University
3261 South State Road
St. Bonaventure, NY 14778

Dear Dean Pauline Hoffmann:

I am pleased to have the privilege of proposing Kimberly DeSimone for tenure in the Department of marketing. I have reviewed the criteria for tenure, which, I believe, Kimberly DeSimone has ably fulfilled. Kimberly has held the rank of lecture in marketing since August 2006. Her accomplishments and contributions to the University have established her academic maturity and the mutual trust that merits tenure.

Kimberly DeSimone came to St. Bonaventure University with recognized talents in marketing. I was privileged to have Professor DeSimone for majority of my core and elective marketing classes at St. Bonaventure University. She was an outstanding professor that knew how to engage students in marketing. She engaged students by always incorporating real life situations that went with the lesson from her previous employment with Fisher-Price. Kimberly was an excellent professor that cared about her students. She was willing to give you help and answer questions when you did not understand a marketing concept that she was teaching. Also because she had such great experience with marketing she was able to give advice on what path to take that would make you succeed in the marketing world today. I would always go to her and have her recommend what I should be taking for electives in marketing that would help me when I went into the real world. Her advice and teaching has led me to a career path in sales at Dresser-Rand.

At Dresser-Rand I am an Inside Sales Analyst. Professor DeSimone was my professor for a sales management class. Today I use the skills she taught me about being successful in sales. One technique that she taught is to mix opened ended questions and closed ended questions. Open ended questions will help you find out if you can actually sell them more than what they are asking for because those types of questions will lead into additional information from the customer. She also taught us to use closed ended questions to help you get direct answers from your customer. I use this technique on a daily basis with my customers. At the end this technique has increased my sales and has helped me build a positive relationship with my clients.

Professor DeSimone is a very caring professor that is passionate about teaching at St. Bonaventure University but most importantly her experience in marketing is an asset for St. Bonaventure. I recommend that Professor Kimberly DeSimone be granted tenure.

Sincerely,

Michelle Scannell

Erin Nargi
7656 Hillside Dr.
Victor, NY 14564
585-615-4797
erin.nargi@pictometry.com

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

Dr Hoffmann:

It is with great pleasure and with my highest confidence that I give Professor Kimberly DeSimone my recommendation for tenure. In the 4 years I was a marketing student at St. Bonaventure University I was able to work with Professor DeSimone on multiple occasions. It is from these instances that I offer this letter of support.

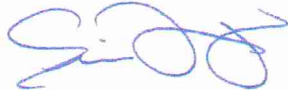
My second semester freshman year I decided I wanted to major in marketing. Professor DeSimone was my lecturer in both my advertising and personal selling classes. The knowledge she displayed and the energy she created in that first advertising class was mesmerizing. Her charisma had me convinced I was in the right field. She advertised herself in a way that sold me on the subject.

Professor DeSimone is a kind, passionate, and articulate individual who truly cares about the world of integrated marketing communications. It was of the utmost importance for her to make sure all students in her classes understood the material and wanted to learn more. She is committed to being a great professor and mentor. Outside of classes I benefited from working with Professor DeSimone on multiple projects as well as just getting advice about becoming a professional in my field of study. Her excitement was contagious when I would come up with ideas for advertisements on my marketing capstone project. If there was something she thought needed work, she would tell me. Her criticism was easy to take because she was rooting for my success. She truly cared what happened to me.

Professor DeSimone had a way of keeping me engaged in my work and motivated to learn. Her example really made me want to be able to do the same in my own professional life. She offered invaluable insight that continues to have an impact on my life today. In my own professional career I have helped create team logos and banners based on the advertising skills she taught me. I have been able to advertise my own expertise in my work place, communicate with higher-ups in my company, and I've kept the same motivation to learn that she instilled in that first advertising elective class.

I sincerely believe there is a need for more Professor Kimberly DeSimones in the teaching world who are proficient in their subjects. I hope her efforts as a professor, advisor, and mentor will be recognized by her being tenured.

Sincerely,



Erin Nargi, '12
Geospatial Image Processor
Pictometry International Corp.

Subject: Former Student Of Professor DeSimone

Date: Saturday, September 28, 2013 6:33:58 PM ET

From: Neil Durkin

To: Hoffmann, Pauline

Dear Dean Hoffmann,

My Name is Neil Durkin. I graduated St. Bonaventure University back in May of 2012. My studies included a Visual Arts major and a minor in Marketing. The subject of this email is that of Professor DeSimone and how I wouldn't be near what I am today if it was not for her courses.

Before I took marketing I was just a careless Visual Arts major, meaning I had no sense of life direction or of what I wanted to do after college. I figured I would just comfortably coast through all my courses and then figure it out after graduation. I actually ended up taking marketing courses, because my parents didn't believe that anyone could be employed with just an art degree...They were probably right. My junior year I took Marketing 101 and Advertising, both classes taught by Professor DeSimone. At first I didn't take any of it seriously, but she recognized my creative potential and really pushed me to immerse myself in the subject matter.

I grew to really enjoy these courses, especially the marketing classes she taught. I learned how to apply my creative talents to a format that I had never previously considered. The incredible strategy behind advertising and marketing had never peaked my interest before Professor DeSimone's classes. You could see that every student in her classroom was not only engaged in the lesson but they were also took pleasure in participating. One could even say that there was a certain bond between students who had taken her classes. She really allowed us to express ourselves, to the point where it felt more like a real career environment as oppose to a college classroom.

My senior year I took Professor DeSimone's first-ever Social Media Marketing course. Everyone knew how enthusiastic she was on the topic, so we all were very grateful to be granted a spot in that classroom (There was a lot of competition to get into it). Before that class it could be observed that most of us saw platforms like Facebook and Twitter as a means of photographically remembering the social event we attended the prior evening. That all changed very quickly. Suddenly a 140 character post had actual value behind it and blogging became a means of thoughtfully conveying ideas to people outside of the classroom. People were actually getting job offers because of their boards on Pinterest (a platform I never heard of before this course). The effect was astounding.

In my final semester at St. Bonaventure, I enrolled in the AAF(American Advertising Federation) program as recommended by Professor DeSimone, an administrator at that time. She immediately appointed me as a creative director and I developed an actual concept for a Nissan advertising campaign. We all went down to New York City to pitch this campaign in a district competition of 15 colleges, where we placed 3rd and received a tremendous amount of praise for our creativity. This event is what got my foot in the door of the advertising industry.

Now, being only out of school for one year, I have the beginnings of a career in this field. I am currently the senior planner at a digital advertising network in Manhattan called AdoTube. On a regular basis I work directly with agencies, clients, creative teams, ad operation specialists and more. I got out of my parent's house and moved into my own apartment in Brooklyn, where I have a comfortable commute to my job. I'm very much enjoying my post-Bonaventure life and truly owe the majority of this to the teachings of Professor DeSimone. If it was not for her courses I would not be on the career path I am right now and I would have no idea what I would want to do after college.

This is why I propose you offer Professor DeSimone tenure this year. Her passion for her subjects is remarkable. Her students adore her. Most importantly, her lessons generate actual post-collegiate results. From my own experience, Professor DeSimone is one of the best teachers at St. Bonaventure University and she definitely

deserves this status. So please take all that I have written here into consideration when you make your decision.

Thank you so much for taking the time to read this. Maybe we will see each other next alumni weekend. Go Bonnies.

-Neil

Cornelius Durkin
Senior Planner
973-985-5785
cornelius.durkin@adotube.com

AdoTube
915 Broadway
Suite 1301
New York, NY 10010

Dr. Pauline Hoffmann,

I am writing this letter on behalf of Kimberly DeSimone, one of my former professors at St. Bonaventure University, as I understand she is up for tenure in October. The positive impact that she has had on me, both in the classroom and in my professional career, is difficult to summarize in just one letter. I'll do my best.

The first of many classes I had with Prof. DeSimone was a basic Marketing 101 class. The first thing I noticed after a few sessions was that my attention level was uncharacteristically high. After awhile I didn't "have to" to go to class anymore, I actually wanted to. That class really helped build my confidence. I was undecided business at the time and by the time I sat down to take the final exam, I had decided I was going to pursue a degree in marketing.

Nearly every other Marketing class I took was taught straight out of the book. While Prof DeSimone would certainly incorporate and reference the textbook, the class didn't exist solely within its pages. Marketing is often very abstract. There isn't necessarily a right or wrong answer to every question. The tests and quizzes did a great job of reinforcing marketing terms and vocabulary but I believe they have their limitations. It was the projects and campaigns that really brought everything together. Professor DeSimone brought real-world experience into the classroom. Experience that was shared and experience that I believe I have taken with me into my profession. Many students fall into the trap of reciting verbatim exactly what they think the teacher wants to hear. Instead, professor DeSimone always encouraged us to think on our own.

Despite my marketing degree requirements already filled, she encouraged me to take AAF. Little did I know at the time how much of an impact it would have on my hiring right out of school. What I came to learn later on from my director and current employer was that our plans book from our JCPenny campaign was a detrimental piece of why they liked me so much in my first interview. With it, I could not only discuss the things I'd learned in class, but I could put them on display.

In retrospect, the only real critique I have of the Marketing school at St. Bonaventure is how outdated some of my class work was. Much of what I do today was never touched upon in my other marketing classes. I am currently the online marketing and media director for Chason Affinity Property management in Buffalo, NY. My current responsibilities include designing and implementing advertising campaigns, social and digital media management, online reputation management, SEO, and website design to name a few. I've been able to excel in the workplace mainly because Professor DeSimone's classes highlighted all of these topics. Her group assignments have aided me especially in my interactions with co-workers and on team projects throughout work within my company.

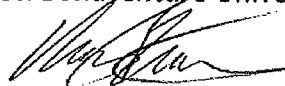
Professor DeSimone was always a professional. She has a pleasant sense of humor and an even better understanding of how to motivate her students without having to push too hard. Whether she was referencing her previous work at Fisher-Price or updating us on the most current trends in Marketing, she always did it in a positive and informative manner. I can't say my Bonaventure experience would have been the same without her.

In conclusion, I'd just like to state one last time how important of a piece I believe Kimberly DeSimone is to not only the Marketing department, but to the entire University. I can confidently say the influence she has had on me has made me a better person, student, and working professional.

Sincerely,

Nicholas T. Nuttle

St. Bonaventure University Class of 2011





September 23, 2013

Dr. Pauline Hoffmann
School of Journalism and Mass Communication
St. Bonaventure University
St. Bonaventure, NY 14778

Dear Dr. Khairullah,

I am writing on behalf of Professor Kimberly DeSimone and her application for tenure. Professor DeSimone evidences content enthusiasm and teaching passion from the moment students enter the room. She has a command of her subject matter "in the real world" as it were, that is also evident very quickly.

I met Professor DeSimone as a MBA student at the Buffalo Center at Hilbert College. The impression she made upon me truly validated, not only my intent on returning to school, but the fact that I chose the right university. Her teaching style enables and encourages class interaction and intra-class critique that does not always exist in other classes. Professor DeSimone not only loves what she does, but she delivers the product with a unique flavor that makes it memorable and meaningful. I utilize the skills I learned on a daily basis in my work.

I am pleased and honored to give my full recommendation for Professor DeSimone in her application for tenure. I feel her background and ability is a true asset to the university and I welcome my interactions with her in the future.

Best regards,

A handwritten signature in black ink, appearing to read "B Przybysz", with a long, sweeping horizontal line extending to the right.

Brian Przybysz
Vice President
Catholic Health Home Care

Dean Pauline Hoffmann,

As a graduate of the Russell J. Jandoli School of Journalism and Mass Communication, I have been privileged to learn from many of the faculty members St. Bonaventure University has to offer. It has come to my attention, Professor Kimberly DeSimone is currently up for tenure and is in need of student recommendations to become tenured.

Unfortunately, I only received the opportunity to take one of Professor DeSimone's classes, but what I learned directly correlated in being hired as Sports Editor at *The Hopewell News*. The course, titled 'Digital Media,' focused much of the attention on marketing strategies to enhance the viewership of professional work. Professor DeSimone did not display how to do this via a textbook, but utilizing her own real-world experiences — an aspect that cannot go unnoticed.

While in her class, I learned how to create a niche in my marketplace for a blog we had to create. This idea, formed in a classroom, has taken on new meaning in my current position in Hopewell, Va. By utilizing what I learned, I know how to pinpoint localized sports stories which will both interest readers within our own coverage area, but also in general sports enthusiasts.

Beyond her expertise in strategic marketing, Professor DeSimone continually asks for feedback from students about new trends and marketing strategies in a field which is rapidly growing by the second. These impromptu conversations, helped enhance the learning environment in the classroom, making it a better experience for all involved.

Perhaps, most importantly, Professor DeSimone is a caring individual who truly wants her current and former students to succeed. She tries to impart her own knowledge on each student to help them achieve what they want within this industry. While, I learned the tools to succeed in journalism at St. Bonaventure University, my work in Professor DeSimone's class, specifically being able to market my own work and the newspaper's work in a new-age way, helped set me apart during the interview process.

Professor DeSimone would be a great addition as a tenured professor at St. Bonaventure University as she continues to impart her knowledge onto future alumni of the Russell J. Jandoli School of Journalism and Mass Communication.

Sincerely,

Ryan Lazo
St. Bonaventure University
Class of 2013

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

Dr. Hoffmann,

I'm writing on behalf of Kimberly DeSimone, current professor for the Integrated Marketing Communication program at St. Bonaventure University. Kimberly is seeking tenure with the university and I am writing to encourage your consideration.

I began at Saint Bonaventure last August at the Hilbert Campus with IMC 500: IMC Principles and Practices. Although I had spent all summer preparing for my master's track, it was in Kimberly's class that I had been presented with a simple, yet perplexing question. "What is IMC?" My cohort and I were taken aback by this seemingly basic question and quite surprised that we had no answer considering the time and money we had dedicated to this program.

Kimberly wasted no time in drilling the fundamental definition of IMC into our heads. Integrated Marketing Communication is the strategic forethought of any communications function within an organization and utilizes marketing, advertising, public relations, and digital communication as a means to conveying a consistent message. Key to this definition, IMC is measurable. We learned this on week one.

Essentially, in this program, we would learn to become more than mere practitioners of one or the other communications fields, rather, we would become the strategists that determine the function of each field to ensure a clear, consistent, and convincing message.

I was considerably young when I started this program, having only graduated nine months prior to starting at Bonaventure. Kimberly took this into consideration, without being too forgiving when helping me find my foot in a graduate program. As a 22-year old this was incredibly valuable. Her considerate but stern nature prepared me for the rest of the program and for what was expected of me.

I was instantly drawn to Kimberly because of how personable she is. Honestly, she is the perfect person to have at the beginning of the program because she presents material so clearly and yet still challenges her students in their presentations. This is something I've only come to appreciate this last summer realizing that I've been presenting material since day one, which is crucially important to preparing myself for my final thesis defense.

To this day, I will consider Kimberly as one of my favorite professors in the IMC program. She has also the most reachable and responsive professors we've had. She shares with her students a true understanding of integrated marketing communication and of what we can do with this at the end of our program. She presents real life situations in which she has employed IMC principles.

As a student beginning to enter the final phase of the IMC program, I wholly endorse Kimberly DeSimone as fully deserving of tenure with the Russell J. Jandoli School of Journalism and Mass Communication.

I believe the program and Kimberly have much to gain from each other. I am thrilled to have met her in my time in IMC.

If you have any question or comments, please feel free to contact me at snephew25@gmail.com or call me at 716-812-8508.

All the best,

Samantha Nephew
Graduate Student
St. Bonaventure University
Integrated Marketing Communication '13

Sarah Babcock
8562 East Main Street
Clymer, NY 14724

September 23, 2013

Mrs. Hoffmann,

In 2012, I graduated from St. Bonaventure University with a Bachelor's Degree in Marketing and in 2013, a Master's in Business. In order to achieve great accomplishments such as those, it takes certain types of doctors, professors, advisors and friends. While I was a student at St. Bonaventure, I was lucky enough to be influenced by some of the greatest out there and today, I would like to recommend Professor DeSimone for tenure at St. Bonaventure University.

When I first started as a student there, I was unsure of what direction I would be taking as far as a major and was put with an English teacher as my advisor. I knew that was not the direction I wanted to go and through taking a couple marketing classes my second year, I soon found a professor who I knew would have a heavy influence on my next few years. I submitted a request to be switched over to an advisee of Professor DeSimone.

In taking her classes, I was pushed, not only as a student, but as a female student. She recognized my curiosity and determination to succeed and worked hard to provide the proper setting to allow me to grow as a student and future businesswoman. I admired her dominance as a woman and ability to control a room. I knew that in today's world, women compete to succeed on the same level as men, and I knew that this woman would teach me how to do it.

Throughout each semester, she managed to engage our classes in ways that other professors lacked, and because of that, we were all grateful and eager to attend. Her "real life" experiences allowed us to learn, not only the theories and practices, but we were taught how to perform these concepts in the real world. In working for Fisher Price and in so many different marketing and advertising positions early in life, she was able to share with us specific situations that allowed us to relate her teachings with real world experiences.

My most memorable experience with Professor DeSimone was when I was part of the American Advertising Federation. She was an advisor to group of students who were all interested in advertising and had been taught the basics of marketing and advertising, but were given a national company and told to implement a new advertising campaign and present it to the corporate client in NYC in 6 months. That was no easy feat I'm sure. But she did not miss a beat in teaching us how to learn, how to work together, how to be professional and how to succeed. There were some days where we felt we needed more direction and looked to her for guidance, knowing that there was reason we were given the minimum; she was teaching us how to learn and how to do it on our own. We might not have won first place, but I can tell you that the students in that AAF class learned more in those 6 months about how to work together, think critically and react to real world situations, all of which are applicable in the business world, than they did in the four years it took to get their degrees. She knew how to push us to

succeed but to do so in a way that we had to do it on our own. We were at the point where it was important to push ourselves and not have teachers holding our hands, but rather, guiding the way.

Outside of the classroom, Professor DeSimone was always readily available to meet with us if we ever had any questions or concerns. She was always around before classes and willing to stay after classes before her trek back to Buffalo. She always made us feel as though she had time for us. She knew her advisees well, each and every one; our names, our majors and our interests. She knew how to make students comfortable, and in doing so, knew how to encourage and engage students in learning.

When it came time to graduate and enter the real world, I knew who I wanted to turn to, to help me take that next step professionally. She had been there for the last few years and I knew she would be there then, and I was right. As I was preparing my resume and cover letter, I asked her if she would review it for me and make recommendations about how to make it better, and she did so in a very timely manner. With her guidance, I landed 2 interviews; one with a hospitality company as a marketing assistant and another with an advertising firm. I knew my first interviews after college would be intimidating so I turned to, what I felt, was my most valuable resource. I told her that I had been given an interview and she gave me the opportunity to meet with her at her house and discuss anything and everything that I wanted or needed to, to make sure that I was comfortable going into those interviews. That really meant a lot that she would open her home to me to make sure I was ready for my first step into the real world after she had worked so hard to prepare me for it, and I landed the job.

It is impossible to forget these types of “influencers” as we enter the real world. To this day, people ask me where I went to school and why I chose to go to such a small school. The answer is easy and it is all explained above. At St. Bonaventure University, we were given the opportunity to learn and to succeed as students because we are taught by Professors who take the time to get to know their students, both personally and professionally, in order to help them succeed in the real world that they have been a part of and experienced themselves. It is because of professors like Kimberly DeSimone that students know how to enter the business world and succeed. What is even more important to me than that, is even though I graduated 2 years ago from her classes, when I have concerns with my job or situations I am a part of in the business world, she is still an e-mail, text or phone call away and does not hesitate to help in any way she can. When she took us on as students, she took on a commitment to teach us how to get there and to help us make it through. Kimberly DeSimone is a true asset to that University.

Sincerely,

Sarah Babcock
St. Bonaventure University
Class of 2012 & 2013

Kristen F. Schober
12 Jasmine Court
East Amherst, NY 14051

September 11, 2013

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

Dear Dean Hoffmann:

I am writing to recommend that Professor Kimberly DeSimone be granted tenure at St. Bonaventure University. I have had Professor DeSimone for several classes, in both my undergraduate and graduate studies. I have found her to be one of the most memorable instructors I've encountered in my six years of collegiate studies.

Professor DeSimone has an exceptional understanding of marketing, both academically and practically. Her ability to explain a complex business concept and make it relevant by providing real life examples based on her professional experiences adds both credibility and creativity to her classes.

In addition, Professor DeSimone goes out of her way to make herself available to students. In the past, she's provided both her work e-mail and personal e-mail addresses and her personal cell phone number to a class. She welcomed frantic phone calls and has provided advice or direction to anyone who reached out to her. She is also willing to help students solve problems that don't involve classroom marketing. In fact, she helped me decide to study abroad in Oxford last summer. I was not sure if the trip would be worth the financial commitment, or time off work. Professor DeSimone was quick to point out the long term benefits of the program and she helped me see how the work I completed overseas would give me a leg up in my professional career. Now that I've completed the program, I couldn't be happier that I decided to go. Her recommendations were spot on.

Her non-traditional teaching methods (meaning that there are very few one-sided PowerPoint lectures) have had an impact on many students. Professor DeSimone runs her classes as open forums, encouraging students to contribute to the lessons as opposed to simply listening and taking notes. She is quick to adjust her plans if the conversation takes an unexpected turn but is always able to relate discussions back to the day's topic.

Professor DeSimone's passion for teaching is apparent, but I don't believe she realizes how much of an impact she has on her students. Sometimes, a quick afterthought or an aside is what resonates the most. One time she just mentioned that we should be able to recognize our own good ideas and know which ones were worth fighting for. This piece of advice, that wasn't part of a formal lesson, has benefitted me greatly in my career. It's helped me know when to stand up for my thoughts and when to go back to the drawing board.

It has been a privilege to learn from Professor DeSimone, and I would wholeheartedly recommend her to any student looking to make significant progress both personally and professionally.

Please don't hesitate to contact me if you have any questions or if I can be of further assistance.

Sincerely,

Kristen Schober

45 Eton Ct.
Bedminster, NJ 07921
September 11, 2013

Pauline Hoffmann
Dean, Journalism and Mass Communications
St. Bonaventure University
3261 West State Road
St. Bonaventure, NY 14778

Dear Dean Hoffmann:

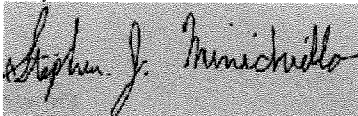
As a former student and dear friend, I would like to recommend Professor Kimberly Fine DeSimone for tenure. I've had the privilege of taking Professor DeSimone's classes three out of the four years I attended St. Bonaventure University. I also worked more closely with her as a member of the American Advertising Federation, where our team competed against other schools to create a real ad campaign for JC Penney. Furthermore, we presented our campaign to some of the world's largest ad agencies in New York City. During that time, she's had a profound impact on both my education as well as my career pursuit after graduation.

Professor DeSimone's teaching methods both in the classroom and during our meetings for AAF showcased her expertise in applying education to real life scenarios. By providing examples of effective ad campaigns and engaging students in classroom discussions, she found practical ways to convey her message. One area that she excelled at in all of her classes was her knowledge of current trends in digital advertising, such as effective social media applications, and non-traditional guerilla advertising. Only after I graduated and began performing digital social media audits as a full-time intern at Havas Worldwide, one of the largest global ad agencies in New York City, did I understand how helpful her education was to me. I can recall one time in particular at Havas when I was asked to research all of the largest competitors in the Luxury Hotels industry, and share how effective their social media pages were being utilized. If I hadn't taken Professor's DeSimone's class, I wouldn't have understood what to look for to gage each brand's effectiveness.

The time Professor DeSimone spent with me outside of the classroom inspired me to pursue a career in Marketing/Advertising. I can recall the day that she pulled me aside after class and asked me what my plans were after I graduate. When I responded by telling her I wasn't sure, she insisted that I had the skills to excel in Advertising. Until then, I never considered Advertising as a career. I began my career path that day by verbally committing to join AAF at school. It was through this program that I was able to network at the presentation in New York City to land a full-time paid internship at Havas. While I currently don't work in advertising, I have no doubt that if Professor DeSimone hadn't pushed me to try it, I wouldn't have gained the experience I needed to get to where I am today.

Through her teaching efforts, her applications to real scenarios, and her ability to inspire students, professor DeSimone has proven herself as a tremendous asset to St. Bonaventure University. While it's obvious how instrumental she's been to help shape my background, I've never come across any other student that's taken her class and didn't have a kind word to say about her. I wholeheartedly recommend her for tenure to continue her performing in your department. If you have any questions for me, please feel free to contact me at 804-614-5582.

Cordially,
Stephen J. Minichiello



Subject: Letter of Support for Prof. DeSimone

Date: Wednesday, September 18, 2013 3:40:08 PM ET

From: Thomas Durante

To: Hoffmann, Pauline

Dean Hoffmann,

I am sending this email as a letter of support for Professor DeSimone's application for tenure.

Throughout my undergraduate career at St. Bonaventure, I found Prof. DeSimone to be the most engaging, motivating and relatable member of the School of Business' Faculty. She taught six of my Marketing courses, all of which helped direct me to where I am today. As an Undeclared Business major, I was searching for something that allowed creativity and some excitement. Her enthusiasm and real-world experience at Fisher Price motivated me to pursue a career in Marketing and later Art Direction in Advertising.

Prof. DeSimone has a way of making students want to listen and participate. Her strong command of the Marketing-Communications industry and also a classroom make her an incredibly valuable asset of the SBU Faculty.

Outside the classroom, Prof. DeSimone is a wonderful person who brings fun and energetic conversations to any occasion. She has a great reputation in the St. Bonaventure Community and in the WNY Marketing and Advertising industries.

Please consider this letter of support and feel free to contact me with any questions or concerns.

I hope all is well at SBU! I'm looking forward to visiting soon.

Sincerely,
Tom Durante

--
Thomas D. Durante
(716)713-6514

Michael Vitron
5424 West 52nd St.
Fairview, PA 16415
(814) 440-6194
mikevitron@gmail.com

September 9, 2013

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

Dear Dean Hoffmann,

I hope this letter finds you doing well in a more spacious Murphy Professional Building. I wanted to send you a note of endorsement for Professor Kimberly DeSimone, as I understand she is a candidate for tenure.

Bonaventure alums often speak of the relations they develop with their professors during their time in the Enchanted Mountains. The relationship I developed with Professor DeSimone is one I will forever speak about, as I am eternally grateful for all the things she did for me. I went into my junior year at Bona's without a clear vision of what I wanted to do. I knew I loved to write, communicate and use my creativity, but I wasn't sure how I could use these three talents in a way that would be truly fulfilling. Professor DeSimone, along with Professor Mike Jones-Kelley, opened my eyes to a career path I knew little about; advertising. The semester I spent developing an advertising campaign for JCPenney as a member of the AAF class was one of the best experiences of my life, rivaled only by the semester I spent developing a campaign for Nissan. Most college kids don't get professional experiences like these in the classroom, and they were made possible because both Professor DeSimone and Professor Jones-Kelley have done it as professionals and had a wealth of knowledge to share.

In addition to the things I learned in the classroom (which was an awful lot), I think what sets Professor DeSimone apart is her willingness to make herself available outside of the classroom. Whenever I needed advice, whether personal or professional, I knew I could count on Professor DeSimone to give me an honest evaluation, whether I liked what I heard or not. And she was always right. I know I will continue to need advice as I travel through my professional life, and you can bet Professor DeSimone will be there for me to do what she can.

Professor DeSimone is one of the brightest individuals I had the pleasure of learning from. She was successful in the business world, and she has a lot to share with Bonaventure students for years to come. The business school may have gotten a new building, but the J-school got their best professor. I hope you will give her your sincerest consideration for tenure. She deserves it.

I look forward to visiting SBU soon and catching up with you and the faculty.

Sincerely,

Michael Vitron