



T H E U N I V E R S I T Y O F
PORTLAND

DR. ROBERT B. PAMPLIN, JR.
SCHOOL OF BUSINESS ADMINISTRATION

To Whom it May Concern

re: The value Mark Paul has provided

This letter is to communicate the value and friendship Mark has provided to me and the University of Portland over the years.

When we first created a "\$16K Challenge" in 2000, where University of Portland students competed for seed funding, via a business plan competition, Mark was asked to help create the program - as an industry advisor - by one of our graduate students. In addition to helping us create the program, he was our kick-off keynote speaker.

He also became a judge, providing not only "ratings" for each applicant's presentation, but also sage advice on how to zero in on the highest return-on-investment approaches to building a sustainable business.

Through the years, he donated time for additional judging of subsequent events, along with others in the community. And he has offered his pro-bono services in support of our objectives.

I find Mark to be easy to work with, strategic in his thinking, as well as providing ground-level insights, clearly based on real-world leadership experience.

In fact, I asked that Mark be one of the select few to interview our Accreditation Panel, late last year.

If you are looking for someone who can collaborate in a productive way and to look for win-win situations, I recommend Mark.

If you have any questions, please feel free to contact me at your convenience.

Best regards,

Robin D. Anderson, Dean
Dr. Robert B. Pamplin, Jr. School of Business Administration
and Robert W. Franz Chair in Entrepreneurship

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