Praytel Enterprises

**Praytel Business Solutions**

Financial Services Consultants

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Prior Learning Assessment and Recognition

University of the Fraser Valley

Teaching and Learning

33844 King Road, Abbotsford, BC

Dear Ms. Smith:

I am writing at the request of Willard Smith in his petition to obtain university credit for learning he obtained while at Praytel.

Let me begin by telling you something about myself. I am currently Regional Manager for Praytel Enterprises, a financial service consulting firm, located throughout British Columbia. I have full responsibility for the Fraser Valley region. I received my undergraduate degree in accounting from the University of Toronto in 1995 and in 1999 I was awarded a Master’s Degree in Finance from the Scripts School of Business as State University of New York, Buffalo.

In 2000, I began working as a consultant at Praytel and have moved through the company over the years. I have been regional manager since 2004.

I first met Will Smith in Vancouver where he was a member and bookkeeper of the Christ Church – an organization for which I was asked to set up a new accounting system. I was branch manager of the Vancouver location at the time. Will and I worked closely together on the Christ Church project, as his knowledge of the church’s books and records was essential to creating the new system.

I was deeply impressed with Will’s interpersonal skills, business savvy, and quick grasp of basic accounting procedures. At that time he was a sales manager for Wester-Hall and when a position for Assistant Branch Manager/Sales Manager opened at Praytel, I asked Will if he would be interested. Will joined the firm and we worked closely together for the next 12 months. I was his direct supervisor.

Will has asked me to comment on his knowledge in four basic areas of endeavor: Business Management, Basic Accounting, Business Communications and Marketing.

Business Management: Will has a solid grasp of the principles of running a business. As assistant manager he is responsible for the day-to-day operations of the Vancouver branch office. This means he oversees payroll, personnel management (6 consultants, 2 sales people, and three office staff), marketing, public relations, and workflow. Will is a superior people person. He knows how to handle people, problems, and workflow in a positive and win-win way. His marketing expertise is exemplary as I will detail later. The Vancouver office has several times won awards for sales. Overall, I would rate Will’s skills in Business Management as excellent.

Marketing: Marketing and Sales, of course, are the heart of any business. Will came to Praytel with a solid grasp of sales and marketing and has made an enormous difference since he began. He has increased sales over 40% a year since he arrived. The office has doubled the number of its consultants in that time to keep up with demand. Will is knowledgeable about developing and implementing a marketing plan, using a variety of media to send out the message, and finding creative ways to identify and reach new markets. I would rate his skills as excellent.

Basic Accounting: Will had a fundamental knowledge of bookkeeping procedures when he joined Praytel, but has worked hard to acquire a working grasp of our business. He is not as knowledgeable as our sales force and certainly is nowhere near our consultants but he has gained the knowledge necessary to “sell” the business. He also has responsibility for payroll and basic budget development and management functions in the office. Will attended a seminar in Basic Accounting procedures soon after he joined Praytel which gave him a solid grasp of the business and enabled him to come up to speed quickly in his job. I would rate ill’s knowledge in this area as comparable to a first-year college student.

Business Communications: As I said earlier, I was impressed with Will’s interpersonal skills as soon as I met him. He has only impressed me more the longer I have known him. In both oral and written communications, Will is clear, concise, and articulate. He must write all types of internal and external communications in his current position and he does so well. His writing is clear, easy to read and correct in grammar and style. His oral communications skills are also very well honed. I would rate Will as excellent in this area.

In conclusion, I hope this gives you what you need to award Will the recognition he richly deserves for his learning in these areas. Please contact me if I you have any questions or would like a more detailed description of his skills and knowledge.

Sincerely,

David Smith

Fraser Valley Regional Manager

Praytel

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