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June 30, 2011

To whom it may concern,

I am Tom Bagwell, Director of Marketing at Peterson CAT, the Caterpillar Dealer for Northern California and Oregon, and part time Marketing Lecturer at Cal State East Bay. In the fall of 2010. Eric Wasiolek took my Marketing Seminar course in which the students prepared a marketing plan for Peterson CAT. The course was designed as a hands on course where Cal State East Bay MBA students actually did work for Peterson CAT

Eric and his group worked on marketing a set of tools for Caterpillar. They were given a budget and timeline to deliver a marketing plan that would generate significant revenues for CAT® branded tools. Costs had to be contained and the plan needed to be profitable. They segmented the market, developed a target customer profile, positioned the product to that target customers, and developed a media plan with several marketing deliverables. The group also did a return on marketing investment (ROMI) analysis. We were excited about their plan and are planning on implementing its core strategy.

During the course of the project, Eric emerged as the team leader and led his fellow MBA students to complete the project - on-time and on budget.

I would gladly recommend Eric for a senior marketing position, he exhibited a tremendous willingness to go above and beyond as well as patience and poise rarely found in MBA students.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Bagwell", is written over a light blue horizontal line.

Tom Bagwell  
Lecturer in the MBA program at Cal State East Bay  
Director of Marketing at Peterson CAT

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