

February 6, 2000

Dr. Bill Worth
Regional Director
Keller Graduate School of Management
Fifteen Piedmont Center
3575 Piedmont Road NE, Suit 100
Atlanta, GA 30305

Bob
Thanks!!
Bill

Dear Dr. Worth:

I am a student at Keller and I want to bring to your attention the very fine teaching of Dr. Bob Lahm. Dr. Lahm, or Bob, as he invites his students to call him, teaches marketing courses in the Atlanta metro. I had the pleasure of being in his MM522 - Marketing Management class in the September 1999 term. I delayed writing this letter so that my intentions would not be questioned. I am not seeking grades nor favors. I only want to relay to you what a terrific teacher you have in Bob.

I am a computer scientist by trade. Realizing I would not advance higher than my Director position without more business knowledge, I sought to find an appropriate business school for an MBA. After reviewing many graduate programs I enrolled in Keller eighteen months ago. The specific thing that I liked about the Keller program was that its teachers were required to have real-world experience. Keller's vision that they would bring that experience to the classroom to share excited me and compelled me to pursue my MBA with your school.

To me, Bob Lahm is the embodiment of that vision. He has a tremendous amount of experience in the field of marketing. He generously shares those experiences, and often with a touch of humor. In fact, Bob uses humor as a learning tool better than any other teacher I've had. Yet he never lets it get away from him or the importance of the material he's covering.

During the September term Bob offered to review our term papers as we completed parts. He offered to discuss them on breaks and after class, and did so with disregard for his own schedule. He made himself available by email and phone, and in every way a teacher can, he supported our learning efforts.

More than all this, he challenged his students. He encouraged us to use our imaginations to see how large a role marketing plays in the world, and from that imagine the possibilities for using marketing to our advantage at work and in our careers.

I am very grateful to have had the opportunity to study under Dr. Bob Lahm, and wanted to make you aware of his great contributions to your school.

Sincerely,

Tamar A. Piehler

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