

April 26, 2001

To Whom It May Concern:

It is my great pleasure to recommend to you Kevin Graham of Lookout Management Inc. After several fascinating conversations with Kevin last year, we decided to engage his services to produce an alumni satisfaction survey. At first our administrative team was perhaps skeptical that yet another survey would provide anything different that we did not already know. To say the least, we are very pleased with the results and have also hired Kevin to do parent, student, and faculty surveys next year.

Kevin is very organized, prompt, and easy to work with. As opposed to the lengthy yet empty reports which are often produced, Kevin's analysis is both voluminous and perfectly clear at the same time. I have seen no other firm which does precisely this kind of work for independent schools in this way. We are convinced that data he has provided will be very useful, even essential, in creating our next long-range strategic plan for the school.

I also speak from the perspective of the admissions office and am sure that as we look at redoing our admissions materials and the website, the information he has provided will be very helpful. Not only do we already have much data for the next brochures as we summarize the positive reactions of our alumni of the last 20 years, but we also now know some specific areas to address of which we were unaware.

Personally, I must add what a pleasure it has been to work with Kevin. One-on-one he is a delight, but he is just as effective in making presentations to larger groups. His keen intelligence, ability to make deadlines easily, and gentle nudging to keep the school on track in this process have all been invaluable. I strongly recommend him to any school which is looking for hard data to analyze the school's strengths and weaknesses. I cannot imagine anyone who does this work better or more thoroughly. You will enjoy working with Kevin Graham and be creatively challenged by the depth of information he will give you.

Sincerely,



Gregory W. Coleman  
Director of Admissions