

References from University Department Chairs or Course Coordinators

1. Mercer University MBA Program:

Graduate School course, "Digital Marketing"

Dr. Penelope Prime, Ph.D, Director of Day MBA Program

2. Georgia State University:

Business course, "Corporate Finance"

Dr. Jonathan Godbey, Ph.D, Finance Department Course Coordinator

3. Kennesaw State University:

Business course, "Management Information Systems II"

Dr. Arjan Raven, Ph.D, MIS Department Course Coordinator

4. Georgia State University:

Business course, "Hospitality Quality Service Management"

Dr. Debra Cannon, Ph.D, Chair of Hospitality Department

5. Georgia State University:

Business course, "Introduction to Business and Finance"

Dr. Carolyn Codamo, Director of Freshman Learning Community

6. Emory University: Guest Lecturing

Graduate Level Real Estate Topics: Loan Defeasance, Transactions

Dr. Roy Black, Ph.D, Chair of Real Estate Program



Stetson School of Business & Economics
3001 Mercer University Drive, Atlanta, GA 30341 USA

22 December 2011

RE: Letter of Recommendation for Paul Heller

Mr. Heller has asked me to write a letter of support for his application to your position in Digital/Social Media. Mr. Heller taught a social media marketing course for our Day MBA program this year during our first spring 8-week session. He developed a comprehensive syllabus incorporating state-of-the-art, practical material. He teaches the class in a very "hands-on" manner, which is particularly suited to this topic. The students learned many useful tools and platforms that will be beneficial for their personal careers as well as to apply in various business settings. Having this course will certainly enhance their resumes.

Although I do not know Paul well on a personal level, in his communications with me he expressed much enthusiasm for his work and seemed flexible in terms of the students' and institutions' needs. He seems to be hard working and have a genuine desire to build his knowledge in this emerging area.

If I can provide any other information, please do not hesitate to contact me.

Sincerely,

A handwritten signature in cursive script that reads "Penelope B. Prime".

Penelope B. Prime, Ph.D.
Professor of Economics
Director, Day MBA Program
Tel:678-547-6235; email: prime_pb@mercer.edu

DEPARTMENT OF FINANCE
P.O. Box 3991
Atlanta Georgia 30302-3991

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COLLEGE of BUSINESS

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35 Broad Street, Suite 1221
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January 5, 2012

Jonathan Godbey, Ph.D.
Department of Finance
Georgia State University
35 Broad Street, NW
Atlanta, GA 30303


Dear Selection Committee,

It is my pleasure to recommend Paul Heller for your Digital/Social Media faculty position. He is amazingly enthusiastic and passionate about teaching. I am confident that he will bring the same level of enthusiasm to this position.

I am the course coordinator for the introductory Finance class at Georgia State University. The course typically has over 15 sections each semester taught by full-time faculty and Ph.D. students. We use part-time instructors to cover classes if we do not have enough Ph.D. students in a given semester. Part-time instructors usually come to campus only to teach their class. They follow the somewhat rigid structure of the course and add very little to the development of the course.

Paul was one of the part-time instructors in the 2009-2010 academic year. He was unencumbered by the job description. He was active in our weekly meetings which part-time instructors were not required to attend. He held extra review sessions for the students, updated the common set of PowerPoint slides, and volunteered to do more things than I can remember as I write this.

I know nothing about Digital/Social Media and have no idea if Paul is technically qualified to teach it. I do know that if you choose to hire him he will bring a work ethic and level of passion and caring for student success that will amaze you. Feel free to contact me if I can be of further assistance. My email is jgodbey@gsu.edu and my cell number is 540.383.7064.



Jonathan M. Godbey
Clinical Assistant Professor of Finance



Michael J. Coles College of Business
School of Accountancy

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Dr. Kristen Heflin
University of Alabama
APR Search Committee

January 8, 2012

RE: Paul Heller Letter of Recommendation for Three Year Digital/Social Media Faculty Position

With this letter I would like to support Paul Heller's application for a faculty position in Digital/Social Media Faculty at the University of Alabama. My name is Arjan Raven, I am an Associate Professor of Information Systems in the Coles College of Business at Kennesaw State University.

I have known Paul since the spring of 2008, when he taught a section of the undergraduate "Introduction to Information Systems" class. At the time I was the coordinator for this class. Since then he has taught one additional section of this course in our department, and I have kept up with his progress as a teacher. In all my years as an educator I have never seen someone put this much effort in a class. He took a topic that was relatively new to him, information systems, and made it his own by talking with experts and by reading. I attended one of his classes, and was very much impressed with his command of the material, his ability to bring in his own experiences, and the way in which he engaged his students. His teaching is energetic, fast-paced, and passionate. He is very demanding of his students, but he works very hard on making his courses a success. Although Paul does not have a professional background in Digital/Social Media, I am sure that by now he can be considered an expert in the area.

In conclusion, I warmly recommend Paul for the faculty position, and I will gladly answer any questions about him.

Sincerely,

Arjan Raven, Ph.D.
Associate Professor of Management Information Systems
Information Systems Department, Coles College of Business
Kennesaw State University
Cell: (706) 254-4412
Email: araven1@kennesaw.edu

Subj: **Thank you**
Date: 4/17/2009 5:51:27 P.M. Eastern Daylight Time
From: brandonlee.holliday@gmail.com
To: heller@hqs.gsu.edu
Paul,

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As you are concluding spring semester, thank you for your dedication and support in teaching Hospitality Quality Management over the last two semesters. It has been an honor to have you on the faculty and I wish you the very best here at GSU as well as at Georgia Tech. You are certainly to be commended for the excellent development of HADM 3800. I have been aware of the depth, relevancy and rigor of the content of the course even though I may have been sporadic in relating to you my recognition and appreciation of the hard work you have put into this course over the last academic year.

I am going to hold the wonderful letter from the student in your class this semester. These words are what faculty live for in having a student so appreciative and being able to express her sincere thoughts so well. When you are by the office, I know you will want to pick-up the letter to keep.

Paul, I hope to keep in touch and please know that your "hospitality family" is always on the second floor of the RCB Building.

Warmest regards and best wishes to you and your family,

Debby (Cannon)

Page 1 of 1

Subj: **Professor Heller's HQSM 3800 class**
Date: 12/11/2008 10:38:09 P.M. Eastern Standard Time
From: brandonlee.holliday@gmail.com
To: heller@hqs.gsu.edu
CC: brandonlee.holliday@gmail.com

Ms. Debby Cannon,

I'm writing in regards to my recent graduation of Professor Heller's HQSM 3800 class. I understand you and Professor Heller have been working together in the Hospitality department throughout the semester. I'm currently working towards my certificate in the hospitality department along with my Finance major degree. After completing Professor Heller's class I have taken on a completely different outlook, even though I'm in my senior year, on work ethics towards my college classes. I'm not going to lie, I took Professor Heller's class thinking it was just an elective that I could blow off and easily get an A to boost my GPA. Well after the first few weeks of assignments I realized this class is no joke, and will require an honest effort with a lot of hardwork. I've put more work into this class than all of my other classes combined. Although it was a lot of work, it wasn't without reward. I have taken more out Professor Heller's class than any of my other classes, and been able to apply it to my life and my current part-time job as a Server at Outback Steakhouse. Now that I have completed this class I can't express the sense of achievement I felt, except relief and accomplishment at the same time. I recommend Professor Heller's HQSM 3800 to all Georgia State University students, and should be a requirement to those in the hospitality department. I believe this because I was challenged and pushed to a level of expectations that made me excell past my current level of accomplishments. Professor Heller knows more about Hospitality than any other Hospitality teacher I have taken. Not just from a book knowledge point of view, but from a experienced hands on real life approach. I can't express enough how much this class has helped me, and I honestly believe every student should take his class before graduating from Georgia State University. Thanks for your time and efforts, and Happy Holidays!

--
Best Wishes,
Brandon Lee Holliday
678-327-4143

From: Debby Cannon
To: Paul Heller
Date: Friday - October 26, 2007 4:00 PM
Subject: Thank you

Paul,

Many thanks for the excellent presentation yesterday to the Frederick Douglass High School seniors and to the hospitality class. You did an excellent job with very informative and interesting material. You have a great classroom style and it was obvious the students were paying attention and engaged. Thank you for jumping in at the perfect time with your magic. What a wonderful talent - particularly when the program is stalling because of A/V challenges. The students and teachers were most appreciative and were very impressed. Thank you for making a big contribution to the success of their visit.

Best regards,

Debby

January 2, 2012

Dr. Kristen Heflin
APR Search Committee
University of Alabama

Dear Dr. Heflin:

It is with great pleasure that I write this letter in support of Paul Heller's application for the three-year faculty position in Digital/Social Media, beginning in the fall 2012 semester.

I had the privilege of knowing Mr. Heller at Georgia State University, where, as Director of the Freshmen Learning Community (FLC) Program, I hired him as a Part Time Instructor to oversee the highly popular *Introduction to Business and Finance FLC*. Mr. Heller continued in this role for three consecutive fall semesters, beginning in 2007.

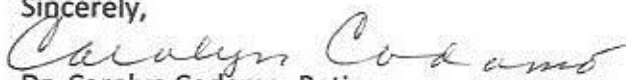
Upon accepting this position, Mr. Heller immediately introduced impressive initiatives to strengthen course content, and to introduce interactive teaching methods. In addition to his own professional knowledge, he drew extensively on his industry contacts, thus assuring the most up-to-date and relevant learning experiences. As a result of these improvements, students were exposed to the five functional business disciplines, learned to engage with one another in addressing real-world business situations, and, as freshmen, were able to evaluate their initial goals of pursuing an undergraduate business degree.

While Mr. Heller's course developments were admirable, what I found equally commendable was his dedication and devotion to the students in his classes. He was tireless in his efforts to reach out to them; his enthusiasm and passion for his teaching responsibilities extended outside of the classroom, where he generously made himself available to counsel, tutor and otherwise assist students to succeed in their endeavors.

Mr. Heller was a widely popular teacher, in spite of his proclivity to assign a significant amount of work, and to set high standards and expectations from his students. His teaching philosophy was truly a case study in how a demanding professor ultimately wins the admiration of his students.

Should you decide to hire Mr. Heller, I am confident he would be a valuable addition to your program. I recommend him highly for this position, and I welcome any further discussion you may require regarding his application.

Sincerely,



Dr. Carolyn Codamo, Retiree
Georgia State University
Cell: 404-431-9033

January 2, 2012

RE: Paul Heller, Letter of Recommendation for Three Year Digital/Social Media Faculty Position

To Whom It May Concern:

I am writing this letter to recommend Paul Heller for the above-referenced position. I have known Paul for approximately two years, during which time he has twice been a guest lecturer in my Real Estate Finance classes at Goizueta Business School, Emory University, as shown on his resume: "Valuation Approaches in Conjunction with Actual Hotel Transactions," and "Loan Defeasance and Negotiating REO."

Paul has a pleasant and engaging teaching style, which includes both elements of substance and practical examples from his many years of business experience. He has been very proactive about pursuing a future in college level teaching, and has accumulated a substantial amount of experience in the classroom.

He was very well prepared for his appearances in my classes, and the students enjoyed his presentations. He was generous with his time, meeting with students. He will bring passion for education as well as good preparation to the job.

Sincerely,



Roy T. Black, Ph.D., J.D.
Director of the Real Estate Program
Professor in the Practice of Finance



EMORY
GOIZUETA
BUSINESS
SCHOOL

Goizueta Business School
Emory University
1300 Clifton Road
Atlanta, Georgia 30322

Prof. Roy T. Black

To Whom It May Concern