

January 1, 2011

To Whom It May Concern:

It is a genuine pleasure and honor to write a letter of recommendation for my former co-manager Miss Jenni Reinke. I first encountered Jenni at my workplace Fondy Food Center; I worked for FFC as the Farmers Market Manager. Jenni worked with a group called Public Allies. They joined our team at FFC in January - June of 2008 to help us with a variety of marketing efforts, event planning, and overall development of the FFC mission in our community. In the beginning of the planning process with Public Allies Jenni stood out to me as a leader among her group. She demonstrated critical thinking skills, a balanced approach of listening to the group and communicating innovative ideas and relevant concerns. She stood out as a group member who provided summary and followed through on her duties and projects. After working with Public Allies I exchanged contact information with Jenni, I wanted to work with her again in the future.

The opportunity to work with Jenni again presented itself the next year in 2009. I decided to leave my position in February of 2009 to pursue a Doctorate of Physical Therapy degree. I announced this decision to my executive director and primary supervisor and suggested that we hire a replacement to work with me in the beginning of the season as a co-manager of Market Operations, and take over as the primary Market Manager in late August. I asked Jenni to consider applying for this position. I thought Jenni would be a successful market manager because she had impressed me so much during our six month project with Public Allies. An effective market manager has to be reliable, fair, possess an inner perseverance, be comfortable working with a diverse population, and most importantly possess leadership and critical thinking skills. Jenni had demonstrated these qualities and I hoped she would consider the opportunity.

Our Farmers Market program was expanding and I saw the potential for growth and development. I hoped that whoever took over the market would be able to achieve my dream of expanding both the vendors and customers of our market. Since I had held the position I saw growth each year but the market had a long way to go in terms of marketing, and vendor education. The growth for community commerce exchange is vital to our neighborhood development and also achieving the mission of food security. FFC and the Farmers Market programs are extremely valuable and required nurturing of both intelligent leadership and dedicated passion.

When we began the interview process for my position at FFC I was pleased to learn Jenni had applied. FFC interviewed numerous candidates who were all qualified and offered a specific skill set that could be valuable to our organization. It was very competitive but after reviewing all the candidates the FFC Executive Director and the Food and Nutrition Program Director decided Jenni was the best candidate and offered her the position. When Jenni accepted the position I felt a certain peace and excitement to know that the work I felt so passionate about would be passed on to Jenni's leadership and care.

I trained Jenni for a three month period prior to my exit at FFC. We worked as co-managers during this time and I truly enjoyed my time with her. She is an intelligent, pleasant and thoughtful person. She learned the technical aspects of the job quickly and completed tasks accurately and efficiently. She brought an energetic attitude, and was extremely reliable. As you can imagine I felt very proud that such a talented person would be working as the new market manager when I left my position. During the training period I saw Jenni handle every possible aspect of the Market with success. She was able to serve as a mediator and offer conflict resolution between customers and vendors. She handled event

planning with aplomb, and offered new marketing plans that proved to be effective tools to draw in more patrons. She also exceeded my expectations when it came to a part of the position I found quite challenging, which was the accounting and finance duties of the market. Although the systems in place were functional they needed improvement. Jenni was able to use her previous experience and attention to detail to ensure that vendors were paying their rent and being reimbursed in a timely manner for Electronic Benefit Transactions. Lastly, the most important duty of a market manager is to ensure that the Market's integrity is intact and that FFC facilitated an honest and fair place of commerce. At the end of my training period with Jenni I had every confidence that she would be a successful Market Manager.

After drafting this letter I realize how much time has passed since I worked with Jenni side by side. Since our time as colleagues I have become a frequent shopper of the market. I visit regularly with my family and have attended nearly every event the Market has offered since my departure. Fondy Farmers Market has improved beyond my expectations. There are more customers at the market, more events and educational opportunities for both customers and vendors, and Jenni has implemented a Producers-Only market policy which has increased the quality and variety of the products offered at the market. I can see the market has thrived under her leadership and expertise. If you would like to talk with me personally regarding my recommendation of Jenni I would be happy to discuss; I can be reached by phone at 262-224-3444, or email at jennifer.bottesi@gmail.com. I have appreciated the opportunity to recommend Miss Jenni Reinke.

Best,
Ms. Jennifer Bottesi