



To Whom It May Concern:

I am writing this recommendation letter in favor of Lauren Las. I am uniquely positioned to write this letter having been the Joliet Slammers CEO and Lauren's supervisor for the last 1.5 years.

Ms. Las has displayed over the last 1.5 years a high level of professionalism and aptitude in her role with the Slammers. Her role included oversight of the Slammers marketing, merchandise, and special events. For each of those functions, Ms. Las was tasked with the responsibility of formulating a year-long plans and executing on said plans. Regarding marketing, Ms. Las did a tremendous job with our social media campaign having provided consistency in message and frequency in line with the Slammers overall branding strategy. The Slammers social media has consistently been praised by league officials as the premier messaging system in the Frontier League. This is directly due to Ms. Las's attention to detail and ability to stay in line with the marketing plan. She also executed on many grass roots marketing campaigns including flyer distribution, sign creation, and non-traditional marketing campaigns. Ms. Las did a tremendous job handling merchandise this year, despite it being a case of first impression. She was tasked with ordering all merchandise for the franchise and creating new lines of clothing. Further responsibilities included handling staff and presentation in the Slammer's merchandise store. Ms. Las also worked diligently on procuring and executing special events within Silver Cross Field. These events ranged from chamber after hours to execution of larger events such as Big Brothers/Big Sisters Big Amazing Race. These events displayed Ms. Las's ability to plan, communicate, and creatively use a baseball stadium to host non-traditional events within a unique space. Ms. Las also spearheaded our graphics department and excelled in that role, having designed our 2013 community impact report that was presented to the City of Joliet following our 2013 baseball season.

I must also note that Ms. Las was lost from our company through a restructuring of her role to a centralized sales position. Ms. Las would serve well with any company in the role she provided for the Slammers for the last 1.5 years.

I recommend Ms. Las without reservation for a position with your company. Her resume speaks for itself and the skill set noted above is unequivocal. I can be reached at [jschaub@jolietslammers.com](mailto:jschaub@jolietslammers.com) or on my cell phone at 608-780-6807. Please feel free to call with any further questions.

Thanks,

Josh Schaub

CEO – Joliet Slammers