



Missouri State
UNIVERSITY

July 19, 2010

To Whom It May Concern;

I have now worked with College Bound Selection Service (CBSS) for several years. I first started working with CBSS, and Clayton Allan, when I was the Associate Director of Admissions at Eastern Michigan University. Currently, I am the Assistant Vice President and Director of Admissions at Missouri State University.

I was initially drawn to CBSS for two reasons: 1) I could get data on pre-seniors, and 2) CBSS could wash the names and remove a majority of duplicates. Each of these reasons met my goals, which were to reach out to prospective students at a younger age, and be fiscally responsible. Honestly, I was so annoyed at buying names from a vendor and finding that a third or half were duplicated, which is a massive waste of budget dollars.

As I mentioned earlier, throughout my time working with CBSS, my contact has been Clayton Allan. Clayton has done an excellent job of providing customer service, and has done so without the pushiness I seem to get from so many other vendors. I have come to see Clayton as one of my partners, not simply a supplier of names. He'll offer suggestions, without being overbearing. He is actually the reason I was willing to give CBSS a chance several years ago.

Should you have questions, feel free to contact me at 417-836-8964 or AndrewWright@missouristate.edu.

Sincerely,

Andrew W. Wright
Assistant V.P. and Director

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