

September 18, 2020

For the attention of all prospective employers,

On behalf of myself and the Lakeview Group of Companies, I would like to formally recommend **Adam Rothenberger** as a top employment candidate.

Self-learning and an entrepreneurial spirit are rare qualities to find in an employee and Adam possesses these in spades. He is always keen to find solutions to problems and is unafraid of trying something new. At Lakeview, we gave Adam many hats to wear and he wore them all proudly.

When Adam joined the Lakeview Family he came as an energetic, ambitious professional eager to make the position he held his own, and quickly rose through the ranks to become our Director of Marketing. Adam effectively streamlined our local and national Marketing operations at all levels for our hotels, resorts, and restaurants, and made a point of taking on extra-curricular projects to enhance our operations and guest experience. Not content to simply 'keep things going', Adam both championed and participated directly in overhauls of our company websites, customer loyalty program, and CRM database.

Adam's capabilities as a graphic designer also deserve mention. Adam made up the whole of our advertising department, using his talents in this regard to bring our advertising development fully in-house, eliminating costs and refining Lakeview's brands into a consistent, appealing form across Canada. His creativity and cleverness gave us top-tier advertising and social media content throughout his time with us.

In addition to his duties with the Marketing department, Adam also came to be known as Lakeview's internal technical support resource and took responsibility for the management and repair of our company file servers and computer workstations. He was our defacto expert in the administration of our systems without any formalized training.

In everything he does, Adam makes a point of efficiency and excellence. If you have the opportunity to bring Adam Rothenberger into your employ, I strongly recommend that you take it. I invite you to contact me to further discuss Adam's abilities, personality, and professionalism. I expect that he will be very successful in his new position and wish him all the best.

Sincerely,



Keith Levit
President & CEO – Lakeview Group of Companies
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