



**THE FLORIDA STATE UNIVERSITY**

Department of Communication  
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*December 3, 2007*

*To: the AAAA – MAIP*

*From: Felipe Korzeny, Ph.D., Professor and Director, Center for Hispanic Marketing Communication*

*RE: Recommendation for Natalie Kates*

*This is a letter of recommendation for her to participate in your prestigious MAIP program. She is my assistant this semester in the class dealing with Hispanic Marketing Communication. She is working at our Center on a paper dealing with cultural insights for marketing derived from Latin American and US Hispanic music. She has taken our Hispanic Marketing Communication course, and currently she is taking my graduate course on Account Planning.*

*All of the above should provide a profile of a very proactive student. She is not only proactive, but creative, ambitious, determined, culturally sensitive, and very personable. I recommend her with no hesitation to participate in your MAIP program this Summer. She is extremely enthusiastic about it and I believe she will excel as she has done in the past.*

*She is eager to learn and her bicultural background will make her a great asset to the advertising industry in the United States.*

*Please do not hesitate to contact me regarding further information about Natalie.*