

September 30, 2024

To Whom It May Concern:

Education and experience are two of the most important tools required in today's world. The earlier a person can decide on the areas of interest for a career the better chance they have of achieving the most success.

The Southwest Airlines Professional Communications Certification is an example of a tool that can help individuals of all academic and professional backgrounds explore careers and get ahead. The certification is built to give individuals a way to improve their communication skills and get ahead in the job market.

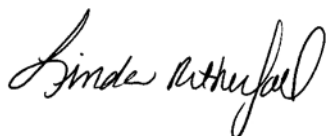
Southwest Airlines, a company known worldwide for its dedication to multiple stakeholders, understands the importance of connecting with many different audiences. Whether giving a speech to local community leaders or writing a letter of support to a regulatory agency, our People understand the importance of presenting with impact, articulating points of view with clarity and precision, and possessing effective written and oral communications skills.

The Southwest Airlines Professional Communications Certification validates earners possess the knowledge and skills necessary to communicate effectively, think critically, and work with others, resulting in an employee with greater interpersonal and customer service skills.

Southwest opted to help create and endorse the Professional Communications Certification because we believe this certification provides individuals with skills and abilities they need to succeed in a high-skill career. We also believe the certification signals to a potential college or hiring agency that this individual has been intentional in their learning in this important and dynamic skills area. Because of this signal, we urge employers to give preferential consideration for first-round interviews to these certified individuals. Southwest Airlines offers interns and employees the certification for professional development because we know the value this certification holds.

We believe it is part of our mission to support the emerging workforce and up and coming leaders in our country. The opportunity to develop a certification that verifies vital employability skills contributes to that goal, and we are proud to be involved.

Sincerely,



Linda Rutherford  
Chief Administration & Communications Officer  
Southwest Airlines



To Whom It May Concern:

I am writing this letter in support of the Professional Communications Certification endorsed by Southwest Airlines.

My perspective of this opportunity is exciting. Being that I am the Founder and CEO of an IT Consulting Firm, this opportunity is one of magnitude and is opening the door to many more opportunities in life. I personally took 40 exams in the IT industry after college. I would have loved the opportunity years ago to get a head start on my career. This is extremely helpful for students!!

As a business owner, one of the first things we look at is what Certifications a person has obtained which speaks to their knowledge level. Most IT engineers are not well rounded. It is always refreshing when you have someone come in with a long list of different certifications in the technical and non-technical areas. This program will increase the opportunities for not only the students, but also the Employers, as well.

Thanks,

A handwritten signature in blue ink. The signature is stylized, starting with a large 'T' and ending with a long, sweeping horizontal line that loops back under the name.

Thomas Mandry

CEO, Mandry Technology Solutions



To Whom It May Concern:

I am writing this letter in support of the Professional Communications Certification endorsed by Southwest Airlines.

As a Assistant Store Manager at Office Depot the biggest challenge is not finding people to give hours to but to find people who know how to work and know how to communicate properly with our customers. We spend a great deal of time in training our employees on these skills and how to communicate with our customers in a professional manner so they become lifelong customers. Upon reviewing the Professional Communications Certification endorsed by Southwest Airlines I was encouraged that if the schools in our area were able to offer this to the students-all of the local businesses in our area would benefit greatly.

Students who earn this certification have demonstrated that they have a mastery of concepts vital to succeeding in any industry, including:

- Understanding the key components of superior customer service
- Demonstrating how customer loyalty is created and sustained through excellent customer service practices and how that can positively impact a business
- Communicating the importance of teamwork in the workplace and demonstrating teamwork techniques
- Understanding the purpose of groups and leadership's role within them

As a member of our business community, I can see where every student in High School could greatly benefit from completing this Professional Communications Certification endorsed by Southwest Airlines. It is a struggle to find students who demonstrate the "soft-skills" that all businesses rely on for success. A student that has earned this certification would show me as a business owner that they are more qualified for employment than a candidate without the certification.

Sincerely,

David Jasso

Assistant Manager, Office Depot



"Ridiculously Delicious"  
Gourmet Flavored Sourdough Pretzel Nuggets

[www.OMGpretzels.com](http://www.OMGpretzels.com)

**July 29, 2019**

To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification.

My business, OMG! Pretzels, LLC, is a small manufacturing business that makes gourmet flavored sourdough pretzels nuggets sold wholesale to retail merchant partners. As a manufacturer, having workers that possess excellent communication and soft skills for both internal and external customer service is essential to the success of my business.

Individuals who earn this certification have demonstrated possession of the soft skills necessary to thrive in any workplace or post-secondary environment. Particularly important to my business are the following topic areas this certification offers: Communication Styles, Written Communications, Workplace Communication, Steps to Superior Customer Service, Managing Diversity, Conflict Management, Teamwork & Collaboration, and Leadership Styles.

It is imperative we have a pipeline of workers with the knowledge and skills necessary to communicate effectively, think critically and work with others, resulting in an employee with greater interpersonal and customer service skills. My business has been challenged with finding workers who possess these soft skills and who have good work ethics, particularly when trying to hire younger workers who haven't been trained in these areas.

This certification is what every employer needs. As my business and workforce continues to grow it is critical that I be able to hire people of all ages who possess these skills before I hire them. Knowing that a potential hire has earned this certification would help to alleviate these challenges and provide the confidence I need in the hiring process.

An individual who has earned the Southwest Airlines Professional Communications Certification, issued by a nationally recognized, industry-leading company, has proven they are more qualified and prepared to enter any work environment, regardless of industry interest, than an applicant without the certification. In addition, this certification is extremely valuable to employers like me because it helps connect us to quality candidates.

Sincerely,

A handwritten signature in black ink, appearing to read "Shiri", written in a cursive style.

Partner | Director of Marketing & Operations  
OMG! Pretzels, LLC

5/14/2018

## To Whom it May Concern

I am writing this letter in support of the Professional Communications Certification endorsed by Southwest Airlines.

As a leading manufacturer in the Animal Health Pharmaceutical industry, we strive to recruit and hire the most talented sales professionals. Everyday our employees are tasked with communicating to a very diverse audience ranging from veterinary receptionists to technicians to associate veterinarians and owners of large veterinary businesses. One of the greatest challenges that face many prospective candidates is effective communication skills. Most of these skills are acquired through experience and certification programs. However, there has not been a formal platform at the high school level. Implementing this, will elevate the hiring potential of the future workforce. While this is merely a stepping stone to continued development, it will also provide a great opportunity for young people to get a head start and develop many skills that are critical to success, regardless of the industry.

Students who earn this certification will have visibility and an opportunity to master many unique skills including:

- Understanding the key components of superior customer service
- Demonstrating how customer loyalty is created and sustained through excellent customer service practices and how that can positively impact a business
- Recognizing sources of conflict and how to positively manage various conflicts in the workplace
- Communicating the importance of teamwork in the workplace and demonstrating teamwork techniques

As a Strategic Account Manager who utilizes effective verbal and non-verbal communication skills on a daily basis, I am confident that the completion of this certification platform will pay large dividends not only for these individuals, but for employers alike.

**Sincerely,**

**Joshua M. Cody** | Strategic Account Manager

Zoetis Pet Care



JIMMY PARNELL  
PRESIDENT

December 15, 2021

To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification.

My name is William Green, and I serve as the Forestry and Wildlife Division Director for the Alabama Farmers Federation (AFF). AFF is Alabama's largest farm organization comprised of and representing agricultural and associate members in all 67 Alabama counties. We strive to protect and improve the ability of farmers engaged in production agriculture to provide a reliable supply of food through responsible stewardship of Alabama's resources.

AFF encompasses many different divisions that all work together for the greater good of amplifying the voice of Alabama farmers. Because of this, we are adamant about the significance of professional communication education opportunities. Soft skills excel an individual as a leader and promote a level of professional maturity that can benefit any company, business, or organization no matter the industry focus. Technical skills are important; however, students are more and more being taught strictly technical skills, but then suffer during day-to-day work experiences because they lack soft skills. Soft skills have their place in the classroom and the best way to implement this into the classroom is through the Southwest Airlines Professional Communications Certification.

The significant improvement within the workplace happens when individuals can express and utilize soft skills like interpersonal communication techniques, written communication procedures, communication theory, and public speaking strategies. Employers across the state of Alabama value interpersonal skills and effective collaboration regardless of the type of employment establishment.

On behalf of the AFF, we highly recommend the Southwest Airlines Professional Communications Certification be approved.

Sincerely,

A handwritten signature in black ink, appearing to read "W. Green", written over a horizontal line.

William Green  
Forestry and Wildlife Division Director  
Alabama Farmers Federation





Corporate Office  
43502 State Hwy 75  
Altoona, AL 35952  
205-466-9104

February 26, 2021

To whom it may concern:

The Cleveland Senior Living communities are family-owned and operated and offer a welcoming and caring atmosphere for residents. Our full spectrum of care includes five assisted living and two memory care centers with caring and experienced staff. The difference starts with our staff of 130 employees. Everyone who works for us is trained and understands the needs of our residents and their families. They have the heart, patience, and dedication to provide excellent care around the clock. These values are instilled in everyone who works for Cleveland Senior Living, LLC. Our mission is to provide our residents with the highest quality of care in the most appropriate environment based on an individual's needs while respecting their individuality, independence, and dignity. We understand that each person's journey is unique, so we strive to enhance their physical, emotional, spiritual and social well-being.

To accomplish this, we must have a team of passionate, skilled employees who can communicate respectfully and professionally with our residents, their families, and the entire Cleveland Senior Living team. The Southwest Airlines Professional Communications Certification validates the earner has proven their ability to communicate effectively. This is an essential skill for success at Cleveland Senior Living. Seeing the Southwest Airlines Professional Communications Certification on an applicant's resume shows they have taken the time to perfect their communication skills and are ready to enter the workforce. The Southwest Airlines Professional Communications Certification is a hiring signal at Cleveland Senior Living. When we encounter a certified applicant during a hiring process, we know they are a good fit for our team, and we automatically move them to the next stage of the hiring process.

I encourage the review committee to approve the Southwest Airlines Professional Communications Certification in Alabama so Cleveland Senior Living and other businesses across the state will have greater access to these skilled communicators.

Sincerely,

Philip Cleveland, Ph.D.  
Owner



**President/ Chairman**

**Steve Pierce**  
Las Vegas Ranch

June 23<sup>rd</sup>, 2020

**Vice President**

**Stephen Brophy**  
Page Land & Cattle

To Whom It May Concern:

**2nd Vice President**

**Bill Sawyer**  
Sawyer Cattle Company

I am writing to express my support of the Southwest Airlines Professional Communications Certification.

**Treasurer**

**Cindy Shelton**

**Board Members**

**Bob Prosser**  
Bar T Bar Ranch

My name is Patrick Bray and I am the Executive for the Arizona Farm and Ranch Group, where our mission is to provide a unified voice to address the agricultural challenges of today, especially those affecting rural Arizona's viability and integrity.

**Dan Bell**  
ZZ Cattle Corporation

**Dan Thelander**  
Tempe Farming Co.

Arizona agriculture is a \$23 billion industry relied upon by millions of people each day. However, there are numerous challenges and issues that threaten this vital industry, which is why we need strong communicators that can make our united voice even stronger. This certification can be the foundation of building and enhancing those communicators, not only for our mission but for any path the certification earner decides to pursue.

**David Feenstra**  
Feenstra Dairy

**Glenn Hickman**  
Hickman's Egg Ranch

**Jim Webb**  
Hebbard & Webb, Inc.

**Les Heiden**  
Heiden Land & Cattle

It is exciting to see a company like Southwest Airlines initiate the offering of this certification and I strongly suggest its approval. The agricultural community is in need of a resource such as this, to provide individuals with an opportunity to validate or update their knowledge and skills.

**Paul Orme**  
Paul Orme, P.C.

**Rodney Shedd**  
RaT Farms Partnership

**Steve Todd**  
Agriculture Consultant

Sincerely,

**Tim Cooley**  
Sawyer Cattle Company

**Tim Robinson**  
Empire Southwest

Patrick Bray  
Executive  
Arizona Farm and Ranch Group

**Arizona Farm & Ranch Group**  
916 West Adams Street  
Phoenix, Arizona 85007

[www.azfarmranch.org](http://www.azfarmranch.org)



Arizona Cotton  
Growers Association

June 29, 2020

To whom it may concern:

This letter is in support for the Southwest Airlines Professional Communications Certification. My name is Kevin Rogers and I am the Executive Vice President of the Arizona Cotton Growers Association. I represent the Farmers in AZ that produce Cotton in the state. I am the 5<sup>th</sup> generation in our Az farm family. Communications skills are critical in life today more than ever!

Individuals who earn the Southwest Airlines Professional Communications Certification have demonstrated a thorough knowledge of professional communications, along with possession of skills like presentation strategies, speaking techniques, writing forms, and more. In a Wall Street Journal survey of nearly 900 executives, 92 percent said soft skills were equally or more important than technical skills, with 89 percent saying they have a difficult time finding people with the requisite attributes. This certification comes at an imperative time to produce knowledgeable industry leaders that know how to appropriately communicate to a variety of stakeholders in numerous forms.

As a commodity group leader, I applaud Southwest Airlines for offering a certification based on current workforce needs. When new hires enter our industry, knowing they have this certification ensures me they have substantial knowledge and skills related to various forms of communication and are prepared to implement practices that will lead to clear connections with others. This certification is extremely valuable to employers in agriculture because it allows them to identify qualified candidates and gives them confidence that they are hiring the right workers for their operation.

Individuals across Arizona need and want a strong grasp on a variety of communication forms and this industry certification will allow them to prove their knowledge and skills. I urge you to add the Southwest Airlines Professional Communications Certification to ensure a workforce prepared to fill roles in a variety of industries.

Sincerely,

Kevin Rogers

Executive Vice President

Arizona Cotton Growers Association

May 15, 2018

To Whom It May Concern:

I am writing this letter in support of Certification coursework and exams as they are used to prepare students for gainful and meaningful employment. Preparation for work and a career is enhanced greatly by courses and certifications to verify readiness to be employed.

As owner of Robertson's Catering & Event Planning, I know that students that take courses and certification exams are more prepared to do the required work of the businesses in which they are employed. They are ready with expectation and anticipation of what needs to be done on the job. Along with actual work duties, customer support is vital. Communicating with customers and tending to their needs appropriately and in a timely manner is vital to a business's existence. Employees that possess the soft skills to keep a business' purpose and image as a focal point of each work day are priceless.

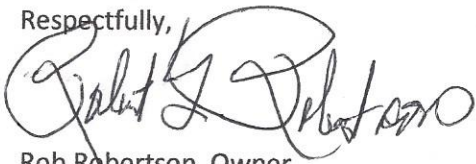
- Teamwork
- Leadership
- Positive customer service and its impact on the business
- Timeliness
- Quality work

Each of the above qualities can be refined through certification coursework and exams. As a member of our business and educational communities, I can see where interested students in High School could greatly benefit from completing the AMSA Food Safety and Science Certification endorsed by the American Meat Science Association and the Professional Communications Certification endorsed by Southwest Airlines, or the Career Preparedness Certification endorsed by Express Office Professionals.

It is a struggle to find employees who demonstrate the "soft-skills" that all businesses rely on for success. An employee that has earned either of these certifications would demonstrate to a business owner that they are more qualified for employment than a candidate without the certification.

I do hope that our educational system will make these certification exams available options for students to attain.

Respectfully,

A handwritten signature in black ink, appearing to read "Rob Robertson", written over a horizontal line.

Rob Robertson, Owner  
Robertson's Catering & Event Planning



June 22<sup>nd</sup>, 2020

To whom it may concern,

My name is Karen Harrington and I represent Stotz Equipment as their Southern Region Manager and Tucson Branch Manager. Our company is a family-owned and Arizona founded John Deere dealership that has been established since 1947. Since 1947 we have grown to serve eight states through twenty-five different locations.

I am writing this letter in support of the Southwest Airlines Professional Communications Certification. Individuals who earn this certification have demonstrated knowledge and skills needed to be successful in their career. Those that earn this certification will have a strong foundation that they can then build off-of as they continue to practice and evaluate their professional decisions.

It is imperative we have an interested and knowledgeable workforce for current and future positions in a wide variety of roles. One of the most difficult hurdles for employers is finding qualified candidates who have an understanding and ability to communicate effectively. This certification will enhance the ability of businesses and organizations to recognize those who demonstrate such a desired skill and knowledge.

This certification will be a great asset to Arizona, by validating industry leaders in their understanding of communications.

Sincerely,

A handwritten signature in blue ink, appearing to read "Karen Harrington", is written over the printed name.

Karen Harrington

Southern Region Manager

Tucson Store Manager

Stotz Equipment

***We make your life easier!***

**25 Locations in 8 Western States:**

Arizona • California • Colorado • Idaho • Nevada • New Mexico • Utah • Wyoming

**[www.stotzequipment.com](http://www.stotzequipment.com)**

**Mayor**  
Keith Sutton  
**City Clerk /**  
**Treasurer**  
Suzanne  
Hawkins  
**City Attorney**  
Alexander S.  
Bigger

# CITY OF POCAHONTAS

*410 N. Marr • P.O. Box 896*  
*Pocahontas, Arkansas 72455*  
*870-892-3924 Phone 870-892-4284 Fax*  
*e-mail: [pocmayor@cityofpocahontas.com](mailto:pocmayor@cityofpocahontas.com)*  
Administrative Assistant – Charlotte Tribble

**Aldermen**  
Wayne Broadway  
Rainer DeClerk  
Nathan Camp  
Keith Futrell  
Rob Olvey  
Ben Pond

August 5, 2019

To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification. This certification validates the knowledge and skills necessary to communicate effectively, think critically, and work with others in a professional manner.

Pocahontas, Arkansas is a city with a population of 6,496. As Mayor of Pocahontas, I oversee the jobs of multiple city employees. These employees include office staff, sanitation department, water department, police department, fire department, parks and recreation. City government requires teamwork management strategies among the different departments to have a successful working environment.

Communication etiquette, workplace communication, customer service techniques, teamwork strategies, conflict management techniques, effective leadership skills are examples of just some of the components of the Professional Communications Certification. An individual that has earned this certification would possess greater interpersonal skills and customer service skills in the workplace, therefore, would make an excellent candidate for employment.

Sincerely,



Mayor of Pocahontas



## **Elite Senior Care, LLC-Corporate**

210 S. Rockingchair Rd. Ste. A Paragould, AR 72450

Phone Number (870)215-0323 Fax Number (844)293-7809

To Whom It May Concern:

I am writing in support of the Professional Communications Certification endorsed by Southwest Airlines. I have been working in the health care industry for over twenty years. I am currently the General Manager at Elite Senior Care. Elite Senior Care was recognized by INC Magazine Top 500 fastest growing companies in America coming in at 214. There are 35 office employees and approximately 550 caregiver employees at Elite. It is our goal to meet the needs of our in home patients. Our employees are required to be professional and exhibit proper communication skills at all time. In the office setting, it is important to have employees that can handle the day-to-day tasks. Lacking the technical or the soft skills necessary to succeed in a fast-paced, formal, office environment creates extra work and time to get the process done correctly. Upon reviewing the Professional Communications Certification by Southwest Airlines I was encouraged that a student that has this certification would benefit in the business community.

To earn the certification the student must demonstrate mastery of several competencies that are necessary in our work environment including:

- English language proficiencies
- Workplace communication techniques
- Interpersonal communication techniques
- Developing documents in a business/professional manner
- Demonstrating proper oral and written communication practices for a variety of communication mediums
- Understanding the key components of superior customer service
- Demonstrating how customer loyalty is created and sustained through excellent customer service practices and how that can positively impact a business
- Communicating the importance of teamwork in the workplace and demonstrating teamwork techniques
- Understanding the purpose of groups and leadership's role within them

Teamwork techniques and understanding leadership roles can oftentimes be challenging in our office setting. A student with the awareness of the importance of these skills would be prepared in our work environment. Most definitely, the certification is an asset to both the potential employee and the employer as it validates several of the skills needed to thrive in business.

Sincerely,

Kellie McPherson, RN



Serving: Lawrence, Randolph and Craighead Counties  
[www.firstnb.bank](http://www.firstnb.bank) 1-800-530-7561

July 25, 2019

To Whom It May Concern,

I am writing this letter in support of the Southwest Airlines Professional Communications Certification. I am a Loan Officer/Vice President for First National Bank of Lawrence County. I have been in banking for 17 years. First National Bank of Lawrence County has 6 locations in Northeast Arkansas and has 62 employees. We are a full service Bank.

Individuals who earn this certification have demonstrated the ability to achieve a goal and to possess the ability of soft skills, which will affect both their personal and professional lives. This certification includes workplace communication, written communication and verbal communication, just to name a few. It is very important that we have workers who have the knowledge and skills to communicate effectively, think critically and work with others for good customer service. It is also important for individuals to have these skills for working with the public, as well for everyday life.

An individual who has earned the Professional Communications Certification has proven they are more qualified and prepared to enter any work environment, regardless of industry interest, than an applicant without the certification. I believe this type of certification is beneficial to the individual, as well as for our business. Therefore, I do support this Professional Communications Certification.

Sincerely,

A handwritten signature in black ink that reads "Maria A. Kovak". The signature is written in a cursive, flowing style.

Maria A. Kovak  
Vice President  
870-892-3158

August 8, 2019

To Whom It May Concern:

This letter is in support of Southwest Airlines Professional Communication Certification.

It was my honor to attend a local community leaders meeting at the Randolph County (AR) Chamber of Commerce this week. Around twenty business people met with industry leaders and high school & community college administrators to brainstorm about the best ways to help prepare students for the business world. Although we had diverse backgrounds, we all agreed that we need students who are prepared to enter the workforce with some very basic communication skills. Our group agreed that nationally recognized, industry-leading certifications offer the essential skills needed to prepare students to meet those industry standards.

The certification that stood out to me as being helpful for preparing students interested in entering the banking profession is Professional Communications Certification. We see a lack of these skills from those applying for jobs at our bank. Having a nationally recognized, industry-leading Professional Communications Certification could make a big difference in whether an applicant gets a job as a teller, customer service representative or other customer based positions at Integrity First Bank. Our HR Director often complains that young people applying for these jobs lack basic communication skills, making it difficult for them to talk to customers face to face or even over the phone. Our managers find that they spend a great deal of time trying to teach new employees how to effectively communicate with customers. It would save a great deal of our time if applicants came to us being proficient in those skills.

Since learning about the skills made available through nationally recognized, industry-leading certifications, my hope is that Pocahontas High School & Black River Technical College could make these certifications available to our students. I'm convinced that this could make a difference in preparing students who will soon be entering the workforce.

Sincerely,



Carol Belford-Lewallen  
Vice President



First On Any Menu.

To: Whom It May Concern

From: Alan Risley

Date: July 7, 2019

Subject: Professional Communications Certification

---

The manufacturing industry as a whole is in great need of leaders at all levels of organizational structure. A leader must be able to effectively communicate to a team and to peers. As a 20-year manager in a manufacturing setting, I strongly support the Southwest Professional Communications Certification for the void it would fill in the industry.

This certification teaches the basics any manager would need to effectively communicate across multiple communication platforms, from email to face to face interactions. Communication is the cornerstone to success and most of our young managers have to learn by trial and error and bit and pieces of continuing education. The opportunity to understand these concepts prior to entering the workforce would provide early success to a young career and positive reinforcement to the advantages of good communication.

A good manager rarely lays their hands on the process. Through communication they direct the actions of any team to success. I would strongly favor a candidate with the Southwest Airlines Professional Communications Certification in the interview process and would definitely send any current manager to receive this certification.

**Alan Risley**

---

*Plant Manager – Pocahontas  
Complex*

[arisley@pecofoods.com](mailto:arisley@pecofoods.com)

P: 870.202.7038

C: 870.805.0372



First on Any Menu™



## **RANDOLPH HOME**

500 Camp Road  
Pocahontas Arkansas 72455  
870-892-5214  
[rcnh@randolphhome.com](mailto:rcnh@randolphhome.com)

To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certifications.

I am currently the Administrator of Randolph County Nursing Home at Pocahontas, Arkansas. I have been in the healthcare industry for 21 years and there are 220 employees on staff.

Some of our biggest challenges are finding employees that are dependable, that will provide excellent customer service and that know how to communicate properly with patients and family members. We spend a great deal of time in training our employees on these skills. Communicating well with individuals in a professional manner leads to success in any business.

Our healthcare employees must understand the significance of teamwork and cooperation to keep the daily schedule running smoothly. Upon reviewing the Southwest Airlines Professional Communications Certification students with the certification will be better qualified and better prepared to work in any industry or any work environment. The certification addresses the challenges mentioned above and will help connect us to quality candidates.

Students who will earn this certification would have demonstrated that they have a mastery of concepts vital to succeeding in business, including:

- Understanding the key components of superior customer service
- Demonstrating how customer loyalty is created and sustained through excellent customer service practices and how that can positively impact a business
- Communicating the importance of teamwork and demonstrating teamwork techniques
- Understanding the purpose of groups and leadership's role within them

As a member of our business community, I believe that a student that has earned this certification would demonstrate that they are more qualified for employment than a candidate without the certification.

Sincerely,

*Paula Swift* KDT

Paula Swift RN, Administrator



St. Bernards Five Rivers  
2801 Medical Center Drive  
Pocahontas, AR 72455  
Phone: 870.892.6212

July 30, 2019

To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification. This certification verifies individuals possess the soft skills to necessary to be successful in any workplace or post-secondary environment.

I am the Human Resource Director at St. Bernards Five Rivers Medical Center located in Pocahontas, Arkansas. St. Bernards Five Rivers Medical Center first opened for business October 23, 1950. The hospital is a 50 bed acute care hospital that serves Randolph County and the surrounding area. St. Bernards Five Rivers Medical Center is the only one in the state of Arkansas to receive gold level quality for excellence in both stroke and heart attack care according to Best Hospitals' by U.S. News 2019 rankings.

There are currently over 200 employees on staff. It is our goal to provide superior customer service in all areas of the hospital. This requires employees with excellent workplace communication skills with the patients and their families. English language proficiencies using technology are a must in the hospital setting. Mastery of written and verbal skills is required to provide excellent customer service.

An individual that has this certification issued by a nationally recognized, industry-leading company has proven they have the knowledge and the skills necessary to communicate effectively in the workplace. As a Human Resource Director, this allows me to identify and connect with more skilled candidates.

Sincerely,

A handwritten signature in black ink that reads "Susan Lynxwiler".

Susan Lynxwiler

HR Director/Payroll

870-892-6212 or 870-892-6057

Website: [www.fiveriversmc.com](http://www.fiveriversmc.com)

Facebook: [www.facebook.com/fiveriversmc](https://www.facebook.com/fiveriversmc)



CASA of South Central Missouri  
406 N. Main, Suite A  
PO Box 31  
Rolla, MO 65402

April 26, 2022

To Whom It May Concern:

CASA of South Central Missouri is a 501(c)3 non-profit organization that serves children in foster care within the 25th Judicial Circuit. I have served as a grant writer and development person for the past 11 years. We recruit volunteers who serve as judicial advocates for children who are part of the foster care system in the four counties that make-up the 25th Judicial Circuit. Presently we have 153 advocates who serve 357 children. We employ eleven administrators and volunteer supervisors. We are located in South Central Missouri which includes the counties of Maries, Phelps, Pulaski and Texas. Rolla which is our headquarters is located directly on Interstate 44 almost exactly halfway between Springfield, MO and St. Louis, MO. We also have satellite offices in the Houston, MO. and Waynesville, MO. These two satellite offices primarily serve their respective counties of Texas and Pulaski.

The three certifications we are requesting for state approval are: Express Employment Professional Business Office Technology Certification; Express Employment Professionals Career Preparedness Certification; and Southwest Airlines Professional Communications Certification. We are requesting state approval for these certifications so that our employees and volunteers would have an opportunity to receive the training needed to be certified in these areas. Being a non-profit our employees and volunteers do not necessarily have a certain skill level for working in a professional business setting and would benefit from receiving certification training in these areas. I trust the certifying agencies of the certifications and the testing platform, iCEV. I have done some extensive research on the website and spoken with people about iCEV. As the former Career and Technical Education Director for Rolla Public Schools, my evaluation process for the iCEV method of instruction and materials is very sound.

The state approval of these certifications will offer value for our volunteers and employees by giving them the opportunity to upgrade their professional skills to afford them the opportunity to develop better human relations with our clients and amongst their co-workers. At times it is very difficult for us to find knowledgeable and skilled entry-level employees for our organization. Being a non-profit it is difficult to convince people to come to work for us at the pay rate that we can afford to pay along with the job itself having a higher stress level than a lot of other office/business operations. Because of the lack of trained workers our organization struggles to find qualified employees. If we were able to explain to people that with these three certifications, or combination of two, they would be more apt to be hired and it would help to lessen their probationary period, I think it would suffice to say that we would have a larger and more highly trained pool of applicants that would help us address some of the hiring difficulties we are experiencing. I also think that if we could tie the certification process to a pay incentive for exiting employees that it might extend the length of employment for those individuals as well.

Again, being a primarily volunteer organization, having the opportunity to offer our volunteers and employees the opportunity to receive the three certifications that are mentioned above for state approval would help greatly to recruit, retain, and promote both our employees, as well as develop a better court advocate volunteer. We presently have over 500 children in foster care and our goal is to have a volunteer advocate for everyone of those 500 children. It is imperative that we find a way to be able to have at least another 75 volunteers and 5 more employees to reach that goal. The proposed employment certifications would definitely help us reach that goal in a reasonable amount of time.

Sincerely,

Janece Martin  
Community Liaison  
CASA of South Central Missouri

**Pulaski County Office**  
301 Route 66, Suite 206  
Waynesville, MO 65583  
[pulaski@casascmo.org](mailto:pulaski@casascmo.org)

**Main Office**  
PO. Box 31  
Rolla, MO 65402-0031  
573-426-5437  
[info@casascmo.org](mailto:info@casascmo.org)

**Texas County Office**  
519 N Grand Ave  
Houston, MO 65483  
[texas@casascmo.org](mailto:texas@casascmo.org)

May 17, 2022

To Whom it May Concern,

I am writing in support of the approval of the Southwest Airlines Professional Communications Certification in the state of Missouri. My name is Gaelle Chapon and I am a Personal and Executive Coach for my own company Gaelle Chapon Coaching. The goal with my company is to support individuals in creating the rich and purposeful life they really want and developing their full potential.

As a coach, communication with my clients is key in order to understand what they want to change and how to conduct that change within their lives. I believe that the Southwest Airlines Professional Communications certification gives direct understanding into proper communication both inside and outside of the workforce. The certification allows the individual to show their knowledge and understanding of industry standards, including:

- Vocabulary, reading, and listening comprehension
- Teamwork strategies
- Conflict Management Techniques
- Workplace communication techniques
- Written communication procedures
- Theories and models related to proper communication
- Verbal communication procedures

I strongly believe that an individual who has completed this certification is more qualified to enter the workforce than an individual who has not completed the certification. Additionally, the Southwest Airlines Professional Communications certification gives individuals a skill set that is valued in all office settings.

I thank you for the consideration in approving the Southwest Airlines Professional Communications Certification. I can see the benefits that this certification can reap for Missouri individuals and students and hope that this certification receives the approval it needs to be made available in Missouri.

Sincerely,



Gaelle Chapon  
Personal and Executive Coach  
Gaelle Chapon Coaching



April 25, 2022

To Whom It May Concern:

My name is Blake Robbins, and I am the owner of Robbins Nest Marketing. Robbins Nest Marketing is a digital marketing and creative agency located in Branson and Springfield, MO. We offer numerous services focused on research and strategy, design and creative services, and implementation and scale. What sets us apart from other digital marketing agencies is our way of communicating with our customers. The delivery of messages between businesses and clientele is so important and fundamental to creating successful business relationships.

I believe it is so important to establish professional communication skills while still in secondary school. This is why I am urging the state of Missouri to approve the Southwest Airlines Professional Communications Certification. I recommend any student or individual no matter what industry career they pursue to earn this Industry Certification. Soft skills are an essential part of developing a commitment to ever-improving my workplace at Robbins Nest Marketing and I know it will positively impact the overall workforce, too.

Whether an individual is connecting with potential or current customers via written communications, verbal communication, or communicating with coworkers and other individuals within the industry, the skills assessed in the Southwest Airlines Professional Communications Certification will effectively impact their daily lives. I hope to see this certification used throughout the state of Missouri.

Sincerely,

---

Blake Robbins

CEO/ Founder

# WOODRUFF

May 24, 2022

To Whom It May Concern:

I am writing this letter in support of the Southwest Professional Communications Certification.

Woodruff is a full-service marketing and advertising agency with two offices within Missouri. The company has been operating in the state for over 25 years, providing services for our clients and employment opportunities.

As an advertising agency, we value communication. Within our industry and many others across the state, the ability for our employees to possess various soft skills such as interpersonal, written and verbal communication is invaluable. Having a program for students to be able to learn these skills would be a great help to employers across the state, and provide students with greater marketability as they look for their future careers. It can often be difficult to find entry-level employees with an equal amount of passion skills needed to be successful. The certification would only benefit students as they embark on their career and provide relief for companies looking to fill positions.

There is nothing soft about soft skills. They have been a vital qualification in the workplace. Providing students with an opportunity to harness those skills in school, like with the Southwest Professional Communications Certification, will allow them to thrive in any workplace environment and be very valuable to companies like Woodruff.

Sincerely,

A handwritten signature in black ink, reading "Chase Kusel". The signature is fluid and cursive, with the first name "Chase" and last name "Kusel" clearly distinguishable.

Chase Kusel  
Public Relations Manager  
Woodruff



# Nevada Farm Bureau Federation

2165 Green Vista Dr., Suite 205, Sparks, NV 89431

Phone: (775) 674-4000 or Toll-Free (800) 992-1106

August 16, 2022

To Whom it May Concern,

Nevada Farm Bureau is the largest agricultural organization in Nevada, representing farm and ranch families throughout the state. We are pleased to offer our endorsement for the Southwest Airlines Professional Communications Certification.

As a statewide organization that's mission is to be the voice of Nevada's agriculture, we see the importance of this certification. At Nevada Farm Bureau Federation, we work to promote, preserve, protect, and resolve challenges in agriculture through advocacy, education, and leadership. This certification directly lines with our values seeing as it provides proper education in any industry. With industry standards developed by Southwest Airlines, I can be sure that the Southwest Airlines Professional Communications Certification is relevant to the culinary industry.

I believe this certification will provide individuals with the skills needed to enter any industry with confidence and succeed. Earners of this certification will be much more qualified than those who do not hold this certification. I would absolutely consider an individual who holds the Southwest Airlines Professional Communication Certification for an interview or job with Nevada Farm Bureau Federation. I know that earners are dedicated to their work, willing to step outside of their comfort zone, and overall well-rounded individuals. I look for this in all employees and feel confident that earners will have all of these skills.

Agriculture is an extremely technical and wide-ranging industry. Those who have earned the Southwest Airlines Professional Communications Certification have demonstrated that they come to you with qualified expertise.

Sincerely,

Doug Busselman

Executive Vice President

To Whom It May Concern:

I am writing this letter in support of the Southwest Professional Communications Certification endorsed by the Southwest Airlines.

I have been the Executive Director for the American Diabetes Association in Lubbock, Texas, for 32 years. Over the years I have hired, trained, and supervised numerous employees in the Amarillo, Midland, El Paso, and Albuquerque, NM areas to build teams of volunteers who raise money and provide education for people who live every day with diabetes. Additionally, they work with corporate and individual donors who support the fight against diabetes and the work of the ADA. These employees must exhibit great communication skills and work with a diverse group of people.

Through our many educational and fund raising activities, I have also had the pleasure of working with hundreds of students and know the significant importance of teaching young people a strong work ethic and career skills. With our Day Camp for children and teens with diabetes, Camp NoLoHi, we need youth who will be positive role models and who exhibit good communication skills. Our campers have diabetes and our counselors need to be able to make quality decisions and assess situations.

I understand that students who earn the Southwest Professional Communications Certification demonstrate many excellent qualities that would be beneficial in working in the non-profit field.

- Examine the sources of conflict and determine effective methods of resolving conflicts (both personally and in the workplace).
- Exhibit an understanding of teamwork and collaboration while building leadership and collaboration skills.

For the future of our corporate workplace, it is imperative we have a pipeline of accomplished employees. A student who earns the Southwest Professional Communications Certification would potentially be better prepared to begin a career in non-profit management.

Sincerely,



Martha Atwood  
Executive Director

Lubbock Office

West Texas & New Mexico Area

8008 Slide Road, Suite 12-A, Lubbock, TX 79424 Tel: (806) 794-0691 or 888-342-2383  
Fax: (806) 794-1394

For Diabetes Information Call 1-800-DIABETES \* <http://www.diabetes.org>

*The Association gratefully accepts gifts through your will.*

# MCDANIELS & ASSOCIATES LLC

---

JOHN "DOUG" MCDANIELS CLU®, RHU®, RICP®

MCDANIELSANDASSOCIATESLLC@GMAIL.COM

May 9, 2018

To Whom It May Concern:

I am writing this letter in support of the Professional Communications Certification endorsed by Southwest Airlines.

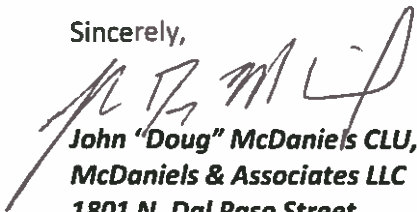
As the owner of McDaniels & Associates LLC representing insurance and financial services for over 30 years in New Mexico and Texas, I have been fortunate to succeed within an industry that requires effective communication skills to maintain professionalism. Clear effective communication is at the core of our efforts to deliver insurance planning, products and services to our clients. The importance of understanding the methods of communication that conveys to our clients that we always work to serve their best interest is critical.

Communication within our industry is subject to high levels of compliance and regulation. Professional development of communication skills would definitely help anyone entering our industry to understand and meet these requirements.

Professional Communications Certification seems like common sense, if students are going to one day represent value to employers when they enter the workforce.

I would urge school districts to consider implementation of this program endorsed by Southwest Airlines!

Sincerely,



**John "Doug" McDaniels CLU, RHU, RICP**

**McDaniels & Associates LLC**

**1801 N. Dal Paso Street**

**Hobbs, New Mexico 88240**

**P: 575-392-0529**

**F: 575-392-0531**

**[www.nmgrouppenefits.com](http://www.nmgrouppenefits.com)**



August 25, 2021

Connect Clermont is an IRS approved 501c3 focused on connecting and assisting efforts to improve the quality of life for the residents of Clermont County, Ohio.

Our "Agenda For the Future" defined 23 goals prioritized by Clermont residents, and organized into 7 themes. The "Lifelong Learning" theme as these goals:

- #15. Clermont residents and stakeholders understand the importance of, and invest in, the social and economic value of learning.
- #16. Every child enters kindergarten prepared for success in school.
- #17. Every child in Clermont County has equal access to learning that helps them succeed in school and life.
- #18. Every adult in Clermont County continuously develops skills, knowledge, and experiences to achieve personal, professional, and community goals.

Fundamental to achieving these goals are training programs that address effective communications skills, such as interpersonal communications, professional communications, effective written and verbal communications.

We see those communications skills defined in the "Professional Communications Certification" program from Southwest, and believe such training and certification would go a long way in advancing what Ohio students need and Ohio employers want.

Sincerely,

A handwritten signature in black ink that reads "Thomas E. Niehaus". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Thomas E. Niehaus  
Connect Clermont Co-Founder & Board Director  
P.O. Box 575, Batavia, OH 45103  
[info@connectclermont.com](mailto:info@connectclermont.com)  
<https://www.connectclermont.com/>

# Agricultural Incubator Foundation

---

*Where Agriculture, Education, Research and Innovation Meet*

AIF & CIFT

**13737 Middleton Pike**

**Bowling Green, Ohio 43402**

April 15, 2021

To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification.

I am Richard Bostdorff, President of the Agriculture Incubator Foundation, an educational and research-focused organization promoting the development, advancement and appreciation of agricultural systems that are economically, ecologically and socially sustainable. As the President of the AIF, we are reaching out to individuals, entry-level specifically, providing them with hands-on skills and recordkeeping skills that will help them pursue positions in agriculture. Individuals who earn this certification are more qualified and prepared to work in the workplace with communications skills that will benefit the individual and employment endeavors. With this certification, new hires will have more confidence than an individual without the certification. It would provide an edge over someone who does not have this certification. I feel that the Southwest Airlines Professional Communications Certification is a good start for any person that is seeking to become successful at home or at the workplace.

This certificate informs the employer that the individual wants to be successful at the workplace by taking steps to validate the knowledge and skills necessary to communicate effectively, think critically and work with others resulting in an employee with greater interpersonal and customer service skills.

It is awesome to learn that there is another tool to help identify individuals who are career ready and want to make a mark in the work world. Personally, I would have been excited to have earned the Southwest Airlines Professional Communications Certification. As an organization that works with individuals, offering skills for them to increase their quality of life and be more ready for employment, now is the time to adopt this certification.

Sincerely,



Richard Bostdorff  
AIF President



Bleu & Fig  
4622 N. High Street  
Columbus, Ohio 43214  
Phone: 614-348-3328

July 26, 2021

To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification.

My name is Chef Brook Kinsey, and I am the owner of Bleu & Fig, located in Columbus, Ohio. We have been serving the Columbus community for over a decade and have experienced immense growth during that time. In 2015, we opened a private event space in Clintonville where we host and cater hundreds of events and in 2020, we expanded into our brand-new commercial kitchen, located in the Franklinton neighborhood. This growth wouldn't have been possible without a strong customer base, dedicated and customer driven staff, and our belief that every event, every bite of food, and every interaction with our staff should be exceptionally special.

Our team recognizes the impact quality communication skills have on the success of a business. This is why I see value in the Southwest Airlines Professional Communications Certification. The certification is a great asset for Ohio students and businesses as it verifies individuals possess the soft skills necessary to thrive in any workplace environment. As a business that serves the unique needs of thousands of customers annually, we know how essential it is for an employee in our industry to have strong communication etiquette, listening skills, and decision-making capabilities. Teamwork and collaboration techniques are also vital competencies that an employee in this industry must have. It is exciting to know that this certification allows individuals to prove their understanding of these skillsets.

The Southwest Airlines Professional Communication Certification is a resource that will greatly benefit Ohio students and their future employers. Those who earn this certification are more qualified and prepared to enter any work environment, regardless of their industry interest. I would personally be thrilled to see more strong communicators with this certification enter the culinary and event planning industry in Ohio! On behalf of Bleu & Fig Catering, we hope to see this certification approved.

Sincerely,

Brooke Kinsey  
Owner & Chef

Brett James Creative  
5995 Carrbridge Ct. Columbus, OH 43119  
330-283-6430

April 20, 2021

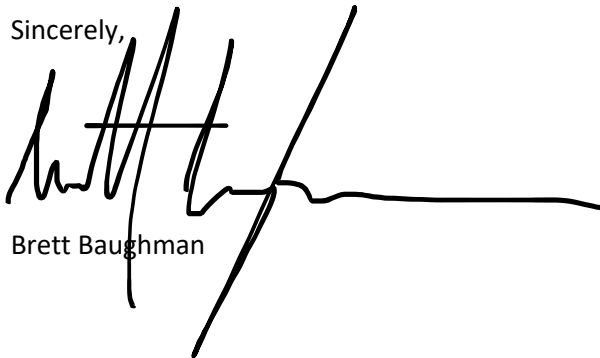
To Whom It May Concern:

My name is Brett Baughman and I am the founder and owner of Brett James Creative. My business provides videography and photography content for weddings, corporate events, and special occasions. My goals are to offer clients multi-media products satisfying to their vision, deliver quick, polite, and timely communications with prospects, and continue to evolve my style and technical skill to ensure my work is the best that it can be. Through my work, I have discovered how valuable customer service and professional communications is to the success of a business and individual. That is why I am writing this letter in support of the Southwest Airlines Professional Communications Certification.

The skillsets verified by the Southwest Airlines Professional Communications Certification are highly desirable in any career field and industry. It is impressive for a young person to enter the workforce with proven competencies in teamwork strategies, communication etiquette, and listening processes. For my business, it is imperative that I provide top tier customer service to my clients and appropriately communicate with individuals at the events I am hired to film and/or photograph. When I am hired for larger projects, I do bring on additional individuals to assist me with capturing content at these events. It is important that the individuals I bring with me are trusted to have the level of professionalism and service that my clients desire. I would be excited to work with an individual with the skillsets verified by the Southwest Airlines Professional Communications Certification.

Interpersonal and communication skills are essential for the career success of any individual – whether they run their own business, are an entry-level employee, or are in a management role. For an employer, seeing the Southwest Airlines Professional Communications Certification on an individual's resume will be refreshing as employers will have a route to verify the communication abilities of an applicant before they even interview them. Earning a certification like this also demonstrates that the earner is dedicated their own personal growth and training. I hope to see this certification approved in Ohio so that students can verify their competencies and future employers can seek out stronger communicators for their business.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brett Baughman', with a long horizontal flourish extending to the right.

Brett Baughman



8142 Concord Rd

Delaware, OH 43015

[www.serenitypoolsOhio.com](http://www.serenitypoolsOhio.com)

August 13, 2021

To Whom it May Concern:

I am writing this letter to show my support for the approval of the Southwest Airlines Professional Communications Certification.

My name is Bart Johnson, and I am the co-owner of Serenity Pools Ohio. We are a pool construction company located in Delaware, Ohio and dedicated to exceeding the expectations of the pool construction process. I have an extensive background in business management and customer service, and I believe that if students in Ohio were to have access to this certification, it would improve the upcoming generation of workforce in all industries.

The Southwest Airlines Professional Communications Certification is an impressive certification for a student to earn because it proves **they have the knowledge and skills necessary to communicate effectively**, think critically and work with others. These are essential skills for today's employees to have. In my line of work, it is imperative that my team and I can professionally communicate with customers so that we deliver on the service we promise. As our business grows, we will need individuals who bring the same type of customer service and professionalism to the table. This certification is an excellent way to identify young people who have the soft skills our business, and others across the state, need in order to succeed for years to come. There are many components of our business that can be taught "on the job." The ability to professionally discuss a customer's requests and handle any conflict is not one of them. Bringing on team members that already have these skillsets is instrumental to our success.

In any line of work, it is critically important that an individual can professionally communicate with both internal and external members of an organization or business. The Southwest Airlines Professional Communication Certification is an excellent way for an employer to seek out individuals who have these communication skills. Any employer, including myself, can trust that an individual who earns this certification is a critical thinker, hard worker, and a strong team player.

I fully support the state approval of the Southwest Airlines Professional Communication Certification.

Sincerely,

A handwritten signature in black ink, appearing to read "Bart Johnson", written over a horizontal line.

Bart Johnson

Co-owner Serenity Pools



Shift•ology Communication  
101 S. Fountain Ave.  
Springfield, Ohio 45502  
(937)688-3878

April 1, 2021

To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification. My name is Dan Toland and I am the Director of Virtual Experiences at Shift•ology Communication. In addition to live virtual experiences, our team provides expertise in marketing, public relations, advertising, videography and customer training. We help our clients in the bioscience industries throughout the country and our local community reach more, convince more, and win more through neuromarketing processes and strategies that have attained accolades for best practices, results and management.

I see value in the Southwest Airlines Professional Communications Certification because it verifies individuals possess the soft skills necessary to thrive in any workplace environment. In our line of work, having strong interpersonal and workplace communication skills is a necessity. To effectively provide content and desired results to our clients, our team members must be able to collaborate internally, professionally communicate with clients, and present ideas in an engaging manner. We see great value in hiring team members with these proficiencies, and so do the clients we work with. Therefore, we believe the Southwest Airlines Professional Communications Certification is a great asset for Ohio students and businesses because the certification allows young people to prove their communication proficiency, while giving employers a route to seek out well-skilled communicators. Our team would certainly give consideration to interns or full-time hires featuring such a certification on their resumes.

Strong communication skills are vital for the success of Ohio students and their future careers. Interpersonal and workplace communication abilities are also vital for the growth and sustainability of any customer-facing business. Providing a resource like the Southwest Airlines Professional Communications Certification will be extremely beneficial to individuals and businesses across the state so there is an increase in the availability of high-quality and knowledgeable communicators. Our team hopes to see this certification approved in the state of Ohio.

Sincerely,

A handwritten signature in blue ink that reads "Daniel L Toland".

Daniel L Toland  
Director, Virtual Experiences  
Shift•ology Communication



# Haviland Drainage Products Co.

---

May 31, 2019

To Whom It May Concern:

I am writing this letter in support of the Industry Certification process.

To give you a little background on myself and our company; my name is Todd Stoller with the Haviland Companies, more specifically Haviland Drainage Products. The Haviland Companies are a group of sister companies, located in northwest Ohio, grown out of the rural agricultural market. I have been with Haviland Drainage Products for a little over 36 years, most recently as the Vice President of the company. In addition to the agricultural industry, the Haviland Companies have been a part of the plastics industry for a little over 40 years. Just as many in our industries and region are facing a shortage of qualified labor, as are we. A certification process for specific types of knowledge may help to drive a portion of the shrinking labor force in our direction. This certification process would also help to earmark those, in our application process, whom already have the skills and knowledge to succeed. This would put them a step ahead of other applicants. It is crucial to have skilled workers for current and future positions. Without them, the collapse of industry is inevitable. In recent years it has become more and more difficult to convince young people to apply for positions in both industrial fields and agricultural work places. This is in addition to applicants becoming less and less qualified. With this certification our new hires would be more career ready than an individual without the certification. Haviland Drainage Products and The Haviland Companies are in full support of this process.

Individuals who earn this certification have demonstrated possession of the soft skills necessary to thrive in any workplace or post-secondary environment. Many skills that were once thought of as basic skills are not possessed by the work force coming out of our school systems. It is imperative that we are able to quickly identify those that have the basic skills necessary to survive and thrive in our demanding industries. These applicants, through the certification process, are now able to show employers quickly, they are able to: communicate effectively, think critically and work with others, resulting in an employee with greater interpersonal and customer service skills. This is a large asset to an employer who must train employees quickly, and critical for long term retention of that employee.

Sincerely,

Todd A. Stoller  
Haviland Drainage Products



Inspire PR Group  
6120 S Sunbury Rd  
Westerville, OH 43081  
(614) 532-5279

August 30, 2021

To Whom It May Concern:

My name is Hana Bieliauskas, Vice President at Inspire PR Group. As a full-service national firm integrating public relations, marketing and digital expertise, we know how to frame the strategies and execute them with tactical precision. Our success is based on earning client trust, asking tough questions, creating tailored solutions and telling engaging stories.

We support the Ohio approval of the Southwest Airlines Professional Communications Certification, because every day we see how valuable interpersonal, written and verbal communication skills are for the success of a business. We are proud of the team we have built over time because we hire individuals who possess these skills and are able to provide desired results to our clients. Every standard met by this certification is impressive and desirable by any business with customer-facing job functions.

The Southwest Airlines Professional Communications Certification is a resource that will build a stronger workforce in all industries due to the essential skills being verified by the certification. Ohio students and businesses will benefit when this certification is utilized in our high schools, because graduates will have tangible proof of their communication competencies and employers will be assured of a graduate's skillsets and knowledge.

The long-term success of a business is largely based on the individual talents, team collaboration and dedication of its employees and leadership. In recent years, it has become necessary for employees in most industries to possess key essential skills, such as critical thinking and interpersonal communication techniques. The Southwest Airlines Professional Communications Certification ensures the next generation of Ohio workers possess these skills. Therefore, we hope to see this certification approved in the state of Ohio.

Sincerely,

A handwritten signature in black ink, appearing to read "Hana Bieliauskas".

Hana Bieliauskas  
Vice President



**LEAD Clermont**  
**Clermont Chamber Foundation**

4355 Ferguson Drive - Suite 150  
Cincinnati, OH 45245-5137

August 2, 2021

To Whom It May Concern

For over three decades LEAD Clermont has offered leadership training -much of which includes the much-needed soft skills that businesses and non-profits need in today's talent wars. Further we have connected those people to community service opportunities. We have trained high school students, recent graduates, first-time employees, and seasoned, experienced workers – ethical, effective leadership is not a function of age, but rather a set of skills and behaviors available across all ages and backgrounds..

In the Southwest Airlines Professional Communications Certification, I see the needed verification of the soft skills needed in today's business, social services, and government workplace. Effective written, verbal, and interpersonal skills are cornerstones to success. Good communication etiquette and customer service techniques are critical skills sought by organizations in search of talent.

For students to be assessed and certified in these critical skills gives them a leg-up in securing employment, while providing useful and confirming insights to the hiring manager,

Strong communication skills are vital for the success of Ohio students and employers. Providing a resource source as the Southwest Airlines Professional Communications Certification would be beneficial to both the candidate and the hiring organization. We see benefit in this certification and encourage approval by the State of Ohio.

Sincerely,

A handwritten signature in blue ink, reading "Robert W. Pautke". The signature is written in a cursive style and is positioned above the printed name and title.

Robert W. Pautke  
Executive Director



59 Greif Parkway, Suite 101 Delaware, OH 43015  
740.201.8088 [www.ohiocornandwheat.org](http://www.ohiocornandwheat.org)

May 17, 2021

To Whom It May Concern:

My name is Brad Reynolds, and I am the Communications Director for the Ohio Corn & Wheat Growers Association (OCWGA). OCWGA is a collective membership driven organization of nearly 2,000 Ohio farmers. Our primary goal is to advocate, promote and enhance opportunities for Ohio grain farmers. To accomplish this goal, our team must effectively communicate everyday with our association's stakeholders, our state legislators, and the public.

I am writing this letter in support of the Southwest Airlines Professional Communications Certification. This is a strong certification for Ohio high school students to earn because it validates their knowledge and skills around communication techniques, presentation skills and critical thinking. These are essential skills for any employee to have and will help young people stand out as they enter the workforce.

At OCWGA, we hire interns to assist our team with important projects. We aim to hire interns who have proven abilities in workplace, written and verbal communication procedures. Any member on our team should understand the importance of team collaboration and customer service. Without these attributes, our team would not be able to successfully advocate for and promote Ohio grain farmers.

It is imperative for Ohio businesses and associations to have a pipeline of workers with the knowledge and skills necessary to communicate effectively and work with others, resulting in an employee with greater interpersonal and customer service skills. Seeing the Southwest Airlines Professional Communication Certification on an applicant's resume would help Ohio hiring entities determine an applicant's verified communication skills. At OCWGA, we would gladly entertain the possibility of hiring an individual with these proven skills.

In closing, I reiterate my support for the Southwest Airlines Professional Communication Certification. This is a resource that will benefit every industry in Ohio, including the state's number one industry: agriculture. I hope to see this certification approved and available to students across the state.

Sincerely,

A handwritten signature in black ink that reads "Brad Reynolds". The signature is written in a cursive, flowing style.

Brad Reynolds  
Communications Director



To Whom it May Concern:

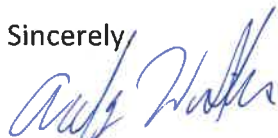
I am writing this letter in support of Southwest Airlines Professional Communications Certification. My name is Andy Witker, senior account officer for Ag Credit. We serve 18 counties in northern Ohio. I am responsible for making loans to people of all ages. I strongly believe Southwest Airlines Professional Communications Certification should be adopted by the state of Ohio so young people can prove they possess the necessary soft skills needed to thrive in any workplace environment.

It is important to our business that our employees can confidently and professionally communicate with current and future customers, and team. We help guide young people as they make some of their first financial decisions, and we provide loans to individuals who need the support for their operations. We wouldn't be successful or helpful if we didn't have team members who understand customer support. This is why I see a lot of value in the Southwest Airlines Professional Communications Certification. The tested for skills that I see as most valuable to our business are; customer service techniques, teamwork strategies, presentation strategies, and components of workplace communication.

I would look forward to working with a team member or customer that has this certification. It is likely an individual with this certification can more effectively explain necessary functions of our business and think critically around problems they must solve. Those are valuable skills that can be challenging to teach on the job, so hiring someone who already has those skills would be a great opportunity. It also takes dedication to work towards earning his type of certification, so we see a lot of value in the knowledge and work ethic of a certification earner.

As the senior account officer at Ag Credit, I believe the Southwest Airlines Professional Communications Certification will help fill jobs at businesses like ours and create a better workforce in all Ohio industries. I strongly support the state approval of this certification.

Sincerely



Andy Witker

Ag Credit Senior Account Officer



111 E Gypsy Lane Rd. | Bowling Green, OH 43402  
o: 419.352.5178 | 877.635.3426 (Toll-Free)  
f: 419.354.2199

---

August 11, 2021

To Whom it May Concern:

I am writing this letter in support of Southwest Airlines Professional Communications Certification. My name is Shane Vetter, senior account officer for Ag Credit. We serve 18 counties in northern Ohio. I am responsible for making loans to people of all ages. I strongly believe Southwest Airlines Professional Communications Certification should be adopted by the state of Ohio so young people can prove they possess the necessary soft skills needed to thrive in any workplace environment.

It is important to our business that our employees can confidently and professionally communicate with current and future customers, and team. We help guide young people as they make some of their first financial decisions, and we provide loans to individuals who need the support for their operations. We wouldn't be successful or helpful if we didn't have team members who understand customer support. This is why I see a lot of value in the Southwest Airlines Professional Communications Certification. The tested for skills that I see as most valuable to our business are; customer service techniques, teamwork strategies, presentation strategies, and components of workplace communication.

I would look forward to working with a team member or customer that has this certification. It is likely an individual with this certification can more effectively explain necessary functions of our business and think critically around problems they must solve. Those are valuable skills that can be challenging to teach on the job, so hiring someone who already has those skills would be a great opportunity. It also takes dedication to work towards earning his type of certification, so we see a lot of value in the knowledge and work ethic of a certification earner.

As the senior account officer at Ag Credit, I believe the Southwest Airlines Professional Communications Certification will help fill jobs at businesses like ours and create a better workforce in all Ohio industries. I strongly support the state approval of this certification.

Sincerely,

Shane Vetter  
Ag Credit Senior Account Officer



**Kolt Buchenroth**  
*Farm Broadcaster*  
c. 419.405.8804  
e. [kolt@ohioagnet.com](mailto:kolt@ohioagnet.com)

---

April 23, 2021

To Whom It May Concern:

My name is Kolt Buchenroth and I am a Farm Broadcaster at Ohio's Country Journal and the Ohio Ag Net, which are affiliated companies of Ag Net Communications, LLC. Our team's goal is to provide the Ohio farming community the information they need to help make their farm profitable, while also providing an enjoyable and entertaining experience through our print, radio, and online offerings. Without the outstanding communication skills of our team members, we would not be able to accomplish this goal. Our company, located in Columbus, Ohio, was founded in 1972.

In my everyday work, I see how vital it is for people to have a strong level of professionalism and basic communication skills. Therefore, I see huge value in the Southwest Airlines Professional Communications Certification becoming available to all Ohio students. This certification verifies student's ability to successfully communicate with team members, take on leadership roles, and effectively listen to others. Earners of this certification understand written and verbal communication processes, which are essential skills for our business. These earners have also proven they value their own personal growth by preparing for and earning this certification, which shows they have a strong work ethic and would be easy to train as a new employee.

In addition to full-time employees, Ohio's Country Journal and Ohio Ag Net also work with contractors and interns for certain projects, including hiring student reporters to help us cover the annual Ohio FFA Convention. For these roles, we look for individuals who can professionally and effectively communicate with us and our audience. We would welcome the opportunity to hire an intern with the skillsets verified by the Southwest Airlines Professional Communications Certification. I believe this certification will be a great asset for Ohio students and businesses because it will help connect qualified individuals to businesses looking to fill a related job role.

For most students to succeed in their future careers, it is highly recommended they can prove their competency in professional workplace communication and customer service skills. The Southwest Airlines Professional Communications Certification is an excellent way for students to prove these abilities to a future employer. I hope to see this certification available to all Ohio students.

Sincerely,

Kolt Buchenroth  
Farm Broadcaster



*Working together for Ohio farmers to advance  
agriculture and strengthen our communities.*

May 10, 2021

To Whom It May Concern:

My name is Andrea Kirby and I am an Organization Director for the Ohio Farm Bureau Federation (OFBF). We are a grassroots membership organization that works to support Ohio agriculture and the state's food and farm community. In my role, I work directly with four southeast Ohio counties: Morgan, Muskingum, Perry, and Washington. My focus as an OFBF Organization Director is to oversee operations of our county farm bureaus, ensure volunteer programming success, and provide professional communication between our state and county organizations. I communicate with staff to keep projects moving, with volunteers to provide updates, and with outside companies to serve our member needs.

I am writing this letter because I see great value in the Southwest Airlines Professional Communications Certification. I believe this certification will be a great asset for Ohio students in career and technical education programs as they begin entering the workforce, because it verifies these students possess the soft skills necessary to thrive in any workplace environment, no matter the industry.

- This certification includes many standards that are valuable, however the interpersonal communication techniques, communication theories, and verbal communication procedures are especially important. Learning to listen and communicate properly with your team and the public are vital skills.
- These standards are key in my everyday work. Learning to listen makes me a better listener to member and teammate needs. Interpersonal communication techniques improve my leadership and ability to plan high level programs within a team. Public speaking skills help me think on my feet and feel confident in presenting information in a clear and concise manner.

In my work environment it is essential my colleagues and I can comfortably and confidently communicate with our teammates and OFBF members. I assume this is true for most businesses and organizations within our state. That is why it is vital that Ohio students can prove their personal understanding of workplace communication and customer service skills. An individual with the Southwest Airlines Professional Communications Certification on their resume has a tangible way to show they are knowledgeable in these skillsets. This certification helps students stand out as they search for future employment and helps employers find qualified individuals. I am excited to see this certification approved in Ohio as I believe it will be beneficial to all businesses, including OFBF, to have stronger and knowledgeable communicators in the Ohio workforce.

Sincerely,

Andrea Kirby  
Organization Director



9798 Karmar Court, Suite A  
New Albany, OH 43054

Phone: 614-882-5887  
OhioPork.org

May 13, 2021

To Whom It May Concern:

My name is Meghann Winters and I am the Communications Director for the Ohio Pork Council (OPC). Our team at OPC promotes pork production and consumption, while also providing member services for approximately 2,500 pork producers across Ohio.

In my role, I lead farmer-focused and consumer-focused communication initiatives to meet the goals of our organization. Through these initiatives, OPC works to provide farmer members with relevant resources needed to sustain the pork industry. Furthermore, OPC works to promote pork to consumers and provide education about pig farming in Ohio. I am writing this letter in support of the Southwest Airlines Professional Communications Certification. This certification will be a great asset for Ohio students and businesses, including those within our industry, as it verifies individuals possess the soft skills necessary to thrive in any workplace environment.

In agriculture, especially, verbal communication procedures are crucial to the success of the industry and daily business. Furthermore, implementing written communication and interpersonal communication are vitally important to the work that our organization does to promote pork and farming practices to the general public.

It is important to our organization that employees can comfortably and confidently communicate with our members and staff. An individual with the Southwest Airlines Professional Communications Certification on their resume proves they have put forth time and energy to become skilled in written, verbal, and digital communication. These individuals can effectively have a conversation with OPC members and provide our desired level of customer service. This certification also indicates that earners are eager to be active collaborators and leaders within a team, which is a sought-out attribute by most businesses and organizations, including the Ohio Pork Council.

Through my professional experiences, I have seen a need for more individuals to have strong workplace communication and customer service skills. The Southwest Airlines Professional Communication Certification is a resource that can help meet this need, as it will lead to more qualified and prepared individuals entering the workforce, in all industries. Therefore, I am eager to see this certification approved in Ohio.

Sincerely,

A handwritten signature in black ink that reads "Meghann Winters".

Meghann Winters  
Communications Director



**THE OHIO STATE UNIVERSITY**  
WEXNER MEDICAL CENTER

Jordan Hoyer, BSN, RN  
410 W 10<sup>th</sup> Ave  
Columbus, OH 43210

9 July 2021

To Whom It May Concern:

My name is Jordan Hoyer, and I work at the Ohio State University Wexner Medical Center. I am writing this letter in support of the Southwest Airlines Professional Communications Certification and urging for this training opportunity to be offered by Ohio CTE programs.

As a registered nurse, I know firsthand how professional communication skills can greatly influence the success of a medical center. Every day, those who work in the medical field are faced with urgent problems that sometimes only allow minutes to solve; in some cases, patients' lives are on the line. The stress of these situations can be amplified if effective communication proficiency is not present among all team members. The Southwest Airlines Professional Communications Certification will prevent this issue from ever arising. In addition, is versatile and is relevant to anyone who works in an industry where working as a team is fundamental.

Students who earn this certification will be able to demonstrate a mastery of concepts such as:

- Interpersonal communication techniques
- Conflict management
- Teamwork and collaboration
- Leadership Styles

All of the above objectives are essential for students to learn before exiting high school and entering the state of Ohio's workforce. This certification is the most beneficial and practical way to help fill the labor market gaps within the industry and prepare tomorrow's workforce for prosperity.

Sincerely,

Jordan Hoyer, BSN, RN

The Ohio State University

Wexner Medical Center



August 13, 2021

To Whom it May Concern:

My name is Andrew V. Rus and I am the Director of Marketing at P&D Builders, located in Delaware, Ohio. I am writing this letter to show my support for the Southwest Airlines Professional Communications Certification – a certification that I believe will benefit all Ohio students and their future careers.

At P&D Builders, our goal is to guide clients in creating homes of unparalleled quality, character and value that fulfill their vision and dreams, while remaining within their financial objectives. Our dedicated team brings years of combined education and experience to create original homes with personal attention. Customer service and satisfaction is our top priority, which is why we are known as Central Ohio's Premier Custom Builder.

I support the Southwest Airlines Professional Communications Certification because it verifies that an individual has interpersonal and customer service skills. Seeing this certification on a resume would be impressive and exciting because we wouldn't have to train the employee on basic communication techniques, proper customer service, or teamwork strategies. Earning a certification like this takes dedication and commitment, which are valuable traits for someone to have. I believe all Ohio businesses would eagerly welcome an entry-level employee like this, no matter the industry.

The Ohio workforce would be better if more individuals could communicate effectively and professionally. For our business, it is important that we hire team members that already have these skillsets so that we can continue being known for our unmatched customer service and personal touch. A certification like the Southwest Airlines Professional Communications Certification is one way we can find the right people to join our team. Any business can trust that an individual who earns this certification possesses the soft skills necessary to succeed in the workplace.

I urge you to approve the Southwest Airlines Professional Communication Certification so that Ohio students can take advantage of this resource and jump-start their careers.

Sincerely,

Andrew V. Rus

Director of Marketing / Marketing & Design Consultant



Central Payments  
101 S. Phillips Avenue, Suite 104  
Sioux Falls, SD 57104  
605-777-4970

September 28, 2021

To Whom It May Concern:

I serve as Employee Success Manager/HR Generalist for Central Payments, a financial institution and subsidiary of the Central Bank of Kansas City dedicated to making financial experiences better, offering affordable financial product offerings to those of modest means. We are a medium-sized company growing rapidly with 63 staff members as of the end of this month serving two locations in Dell Rapids, SD and Sioux Falls, SD.

I am requesting that the Southwest Airlines Professional Communications Certification be approved for the state of South Dakota. The fundamentals of traditional education have proven pivotal to a person's career success; however, communication has remained a top issue at each location I have worked at throughout my 13-year career. These and other "soft" skills are becoming more important than even some "hard" or technical skills. Being able to use communication in all its forms (e.g., verbal, written, interpersonal) is a *power* skill.

Company culture is my core focus and continues to be as I pursue my Doctorate in Strategic Leadership through Liberty University. Southwest Airlines is often at the center of healthy culture case studies. Imagine the ability necessary to convey the importance of trust in such an industry as banking and finance and to be able to do so with people from a myriad of walks of life in a short period of time. It is incredibly difficult to find the financial and technical mind required to work in such a company as Central Payments. Those who have these communication skills blended with technical expertise, even early on, are like diamonds in the rough when they do come along. As a recruiter, having a more well-rounded pool of candidates to choose from would be a welcomed aid to our business and to the industry-whole. Also, considering most interviews I conduct are between 30-60 minutes in length, seeing this certification on one in a stack of resumes would immediately be a standout to this hiring manager, not only for new hires, but even as a staff development opportunity for current employees to reap the benefits from such a certification.

Thank you for considering the approval of the Southwest Airlines Professional Communications Certification for the state of South Dakota and its citizens to thrive in the workplace by reinforcing the power of effective communication. This unique skill set is among the greatest and most necessary to the banking and finance industry. Without doubt, this certification would benefit anyone applying for a role with Central Payments.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer K. Miller", written over a horizontal line.

Jennifer K. Miller  
Employee Success Manager for Central Payments



G & R Agri-Services, Inc

West Havens Plaza  
721 West Havens  
Mitchell, SD 57301



[www.Farmerstradingco.com](http://www.Farmerstradingco.com)

(605) 421-3009  
Fax (605) 996-7507  
Toll Free 1-800-234-2238

10-26-2021

To Whom It May Concern,

I am writing this letter in support of the Southwest Airlines Professional Communications Certification.

My name is Andrew Streff, I work as an associated person for Farmers Trading Company. Our company works as an Introducing Broker for farmers and investors who wish to trade the commodity futures and options market. The majority of the business we do is working directly with farmers in the Midwest with the goal of selling their crops and livestock for as high of price possible either in the cash market or "on paper". Our business currently consists of three people in Mitchell, SD with plenty of room for qualified personnel to join us.

I support this professional communications certification because our business has found that the ability to communicate an idea clearly has a direct and positive impact on our ability to help clients make their marketing decisions. Finding individuals with this level of communication skill is incredibly difficult and takes time to train. By providing certifications for students, we are giving them life skills that can be directly applied to the workforce.

I confidently hold the belief that our business would be much more eager to hire someone with a certification such as this. It shows an ambition and ability that can't be properly communicated in a résumé. A certification of this nature could save company management both time and resources by not requiring as much hands-on communication training after hiring a new employee.

It is for the above reasons and countless others that I give my greatest support of the Southwest Airlines Professional Communications Certification. I know for a fact that something such as this certification can do nothing but help our youth. This will better prepare them for high quality essential jobs they can be proud of.

Thank you for your time and please reach out with any questions you have regarding this matter.

Sincerely,

Andrew Streff



Chad Brummitt  
Business Quality Director  
Cummins Filtration  
1200 Fleetguard Rd  
Cookeville, TN 38506

August 19, 2020

To Whom it May Concern:

I am the Business Quality Director at a local manufacturer of automotive components. At our facility located in Cookeville, TN, we have manufacturing operations as well as corporate functions, which support other locations globally. Our facility in Cookeville has approximately 500 employees.

As we look to hire individuals to work within our organization, communication skills are very important. Every role for which we need to hire new employees requires various levels of communication skills. Individuals having obtained the Southwest Airlines Professional Communications Certification will automatically provide them with an advantage over others without it. Individuals that excel in the types of communication covered in the certification could very easily position themselves for potential promotions, too. A workforce that can better and more effectively communicate is desired, especially considering that most business communications are digital.

I highly recommend the Southwest Airlines Professional Communication Certification for students as it will better equip them for success on any path they choose beyond high school. From a hiring perspective, solid communication skills are something for which we look as we consider candidates for employment, and this certification provides those skills.

Sincerely,

A handwritten signature in black ink that reads 'Chad Brummitt'.

Chad Brummitt  
<https://www.cumminsfiltration.com/>  
Office: (931) 526-9551


**Tennessee Farmers  
Insurance Companies**

1165 South Willow Ave. • Cookeville, TN 38506  
931.432.1571 • Facsimile 432.1574

August 17, 2020

Phillip Baker  
Farm Bureau Insurance  
1165 South Willow Ave  
Cookeville, TN 38506

To Whom it May Concern:

I am writing today in support of the Southwest Airlines Professional Communications Certification. In my role as Agency Manager for Farm Bureau Insurance, I oversee a team of twenty-two professional and support staff members in providing insurance services to twelve thousand families in Putnam County through our four local offices. Of the many skills I value in our team members, no skill is more important than the ability to communicate professionally, clearly and effectively, as we provide insurance services to the families and small businesses we serve.

The Southwest Airlines Professional Communications Certification provides students with the strong foundation necessary to interact with our clients and represent Farm Bureau Insurance. Because of the intangible nature of insurance, our clients measure value not by what they can smell, see or taste, but rather, how service is provided at the point of contact. In short, the client interaction with our team members must instill confidence in our clients and leave them feeling that our company is professional, compassionate and kind. Unfortunately, it is often our experience that many in the job market fail to understand the most basic elements of professionalism and effective communication. This industry certification bridges the skills-gap that currently exist for our company and so many other organizations in the financial services sector.

Having served many years in this field, I have sadly seen the diminishing ability among young hires to effectively and professionally communicate. I encourage you to give this industry certification your strongest consideration, as I am certain it serves to better prepare high school students for the exciting job opportunities in their future.

Sincerely,

Phillip Baker  
Farm Bureau Insurance  
phillip.baker@fbitn.com



Craig Sims  
Profit Center Manager  
Sunbelt Rentals  
701 Bill Smith Rd  
Cookeville TN 38501

August 19, 2020

To Whom It May Concern:

My name is Craig Sims, and I currently run and operate Sunbelt Rentals located in Cookeville, Tennessee. Our company handles equipment rentals to serve the needs for commercial, residential, and industrial clients. In my current role as profit center manager of the Cookeville location, I oversee the daily operations of the company. Those include being responsible for hiring individuals that will make a positive impact in running our business. It is important for our employees to be able to effectively communicate with potential customers, which is why I am writing in regards to the Southwest Airlines Professional Communications Certification.

For our company, it is becoming more and more difficult to fill vacant positions with individuals who can effectively communicate. The components of this certification are the foundation of any successful employee. From public speaking skills to learning the fundamentals of teamwork, this certification helps develop the soft skills many entry level employees lack. Employees should also be able to carefully listen to customers as meeting customer needs is our top priority. A major highlight of the certification for our company is the focus on customer service techniques. Individuals with this certification are able to immediately use the best practices techniques taught throughout the certification, cutting down on the training process.

At Sunbelt we are committed to providing quality services to the people of Putnam County and that starts with quality employees. Individuals displaying the skills they developed through the Southwest Airlines Professional Communications Certification are certainly more desirable. My hope is that you will strongly consider approving this certification for students across the state of Tennessee, allowing them the opportunity to enter the workforce better prepared.

Sincerely,

A handwritten signature in blue ink, appearing to read "CS", written over a light blue horizontal line.

Craig Sims  
Profit Center Manager  
Sunbelt Rentals

Tennessee Farmers Cooperative  
Department of Training & Education  
180 Old Nashville Hwy.  
Lavergne, Tenn. 37086



18 August 2020

To Whom It May Concern:

As part of Tennessee Farmers Cooperative and the cooperative system, I am writing to show my support for the Southwest Airlines Professional Communications Certification. Co-op operates with about 2,700 employees across 50 member associations at over 165 retail locations across Tennessee and its bordering states. Much of my role at Co-op revolves around the education and training of our employees, farmers and the general public; a major component of these responsibilities and those of which we train is effective communication in the workplace. It is important that we help new recruits and current employees understand the importance of this skill and this certification does exactly that.

The Southwest Airlines Professional Communications Certification has many benefits that appeal to us as recruiters for Tennessee Farmers Co-op and the local stores. The candidates who appeal to us the most are the ones who have a well written resume and cover letter or the students who are able to approach with confidence in their speaking and connect with us by using their interpersonal skills. (These skills are tested for in this certification.) Co-op relies on our employees, at all levels, to be well-trained and dedicated to serve the needs of each and every customer. It is vital that our employees utilize the customer service skills they have gained to achieve this goal. Students with this certification are more prepared and more qualified to enter our workplace. In my experience working with many different local Co-ops and Boards of Directors, it is evident that those who are more successful in their positions are those who are able to communicate and work together efficiently. Earners of this certification understand this well.

As a professional in the field of agricultural training and education, I see and understand the importance of high-quality training, such as the Southwest Airlines Professional Communications Certification. I urge you to consider this certification to be available to Tennessee agriculture education students to better prepare them to be successful members and employees of the agriculture industry. This certification program can only help students become more successful with their personal and career goals.

Cooperatively,

A handwritten signature in dark ink that reads "Paul Binkley". The signature is fluid and cursive, with the first letters of the first and last names being capitalized.

Paul Binkley, *Director of Training & Education*  
Tennessee Farmers Cooperative



May 14, 2018

To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification.

I am the owner and President of Simpatico Systems, a business technology solutions provider based in Lubbock, Texas with another location in Los Angeles County, California. Our goal is to be a partner for our clients, not a vendor. We employ 34 people including administrative office staff, sales people, IT helpdesk technicians, and field service technicians. Our Core Values are:

- Solve The Problem
- Keep Your Promises
- Build Relationships
- Drama Free Results
- Balance the Work-Life Needle

One of our brand promises is to use plain language and respect for non-technical partners. We employ technology experts, and it is important that they are able to communicate well with people who may or may not speak in technical jargon. In order to build relationships and solve our clients' technology problems, everyone on our team needs to be able to communicate effectively and professionally with clients and vendors as well as internally with other team members.

The Professional Communications Certification would be an excellent addition to any resume we see as we look for our next Simpatico team member. The skills required for the certification would be advantageous to any employee and would be especially valued in our organization where our team members work together every day to provide technology solutions for our clients.

Respectfully,

A handwritten signature in blue ink, appearing to read "Greg Bazar", with a long horizontal flourish extending to the right.

Greg Bazar  
President, Simpatico Systems LLC  
806.224.0267  
[greg.bazar@simpat.co](mailto:greg.bazar@simpat.co)



May 16, 2018

To Whom It May Concern:

I am writing this letter to voice my support for the Professional Communications Certification endorsed by Southwest Airlines to better help our next generation of students to become work-ready by the time they enter the job market.

My name is Jon Stephens, Lubbock Market President of SouthWest Bank. I have been in the banking business since 2001. SouthWest Bank is headquartered in Odessa, Texas and has six (6) locations, two (2) of which are in Lubbock. SouthWest Bank employees 105 full-time positions, 29 of which are in Lubbock. Prior to the start of my banking career, I managed the tech support department of CleanWeb, Inc., a filtered internet service provider.

Students who earn this certification have demonstrated that they have a mastery of concepts that are vital to succeeding in any industry, including:

- Understanding the key components of superior customer service
- Recognizing sources of conflict and how to positively manage various conflicts in the workplace
- Identifying leadership styles and exploring the characteristics that make up a quality leader
- Showing proper written and oral communication techniques

I have observed that there appears to be a lack of "soft-skills" in the younger, millennial generation when compared to older generations. It is very difficult to find students, even college students, who have adequate professional communication skills. As an employer, it is refreshing to know that these soft-skills are being taught within the Professional Communications Certification endorsed by Southwest Airlines.

Respectfully,

A handwritten signature in blue ink, appearing to read "J. Stephens", written over a light blue circular stamp.

Jonathan M. Stephens  
Lubbock Market President



To Whom it May Concern:

A student's ability to express themselves in the spoken and written word are traits which can set benchmarks for career success. I am writing in support of the Professional Communications Certification being recognized by a proven leader in business and effective communication - Southwest Airlines.

As Executive Director of the Texas FFA Foundation for the past 18-years, it has been rewarding to watch students who can open and walk through doors of opportunity because of effective communication skills. The importance of understanding the styles, techniques and methods of communication ensures students will carry a valuable skill set into a spectrum of career opportunities.

A Professional Communications Certification would be a value add to an already proven educational strategy – our Texas workforce wins. I trust state and local school administrations will embrace the value of a certification endorsed by a proven business leader - Southwest Airlines.

Sincerely,

A handwritten signature in purple ink, reading "Aaron Alejandro". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Aaron Alejandro  
Executive Director



## TEXAS TECH UNIVERSITY SYSTEM

May 18, 2018

### **RE: Southwest Airlines Professional Communications Certification**

To Whom It May Concern:

I write to express praise and recommendation for the Professional Communications Certification endorsed by Southwest Airlines. From my role as chancellor of the Texas Tech University System, my experience serving in the Texas Legislature, and my many years as a law partner, I understand how vital and valuable communication skills are to professional and personal success. Developing workplace and interpersonal skills such as teamwork, leadership and communication can be a tremendous benefit to individuals, organizations and communities.

The Southwest Airlines Professional Communications Certification helps students explore expectations for careers in a variety of professional environments. Students earning this certification demonstrate proficiency of many concepts necessary in any industry, including conflict management, teamwork techniques, and proper procedures for written and oral communication.

Professional communication skills are essential for success in academic or workplace settings, but unfortunately, students do not always have access to the tools and training for these skills. Regardless of technical skills, students who cannot communicate effectively limit their potential and development in professional environments.

The Professional Communications Certification is endorsed by Southwest Airlines – a nationally recognized company known for its superior communication. Students earning this certification attest they have the foundational skills to qualify them for careers, enhancing their ability to contribute to the success of the organizations and communities in which they work. As a leader in education, it is encouraging to see how these vital skills being taught, evaluated and validated at the high school level can support an effective workforce and future.

Yours very truly,

A handwritten signature in black ink, appearing to read "Robert Duncan", with a stylized flourish at the end.

Robert Duncan

*ThePropertyStore*

*P O Box 87764*

*Houston, Tx 77287*

May 14, 2018

To Whom It May Concern:

I am writing this letter in support of Certification coursework and exams as they are used to prepare students for gainful and meaningful employment. Preparation for work and a career is enhanced greatly by courses and certifications to verify readiness to be employed.

As CEO of The Property Store, I know that students that take courses and certification exams are more prepared to do the required work of the businesses in which they are employed. They are ready with expectation and anticipation of what needs to be done on the job. Along with actual work duties, customer support is vital. Communicating with customers and tending to their needs appropriately and in a timely manner is vital to a business's existence. Employees that possess the soft skills to keep a business' purpose and image as a focal point of each work day are priceless.

- Teamwork
- Leadership
- Positive customer service and its impact on the business
- Timeliness
- Quality work

Each of the above qualities can be refined through certification coursework and exams. As a member of our business and educational communities, I can see where every student in High School could greatly benefit from completing the Professional Communications Certification endorsed by Southwest Airlines, the Business Office Technology Certification, or the Career Preparedness Certification, both endorsed by Express Office Professionals.

It is a struggle to find employees who demonstrate the "soft-skills" that all businesses rely on for success. An employee that has earned either of these certifications would demonstrate to a business owner that they are more qualified for employment than a candidate without the certification.

I do hope that our educational system will make these certification exams available options for students to attain.

Respectfully,

*Carolyn Matthews*



To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification.

As a small business owner in Lubbock, Texas we have been employing individuals since 2008. My biggest challenge as a business owner is finding people who know how to work and know how to communicate properly with our customers. I spend a lot of time searching for good candidates and training our employees on "soft skills" and how to communicate with our customers in a professional manner, so they become lifelong customers. After reviewing the Professional Communications Certification endorsed by Southwest Airlines, I was encouraged that if schools in our area were able to offer this to the individuals all of the local businesses in our area would benefit greatly.

Individuals who earn this certification have demonstrated that they have a mastery of concepts vital to succeeding in any industry, including:

- Understanding the key components of superior customer service
- Demonstrating how customer loyalty is created and sustained through excellent customer service practices and how that can positively impact a business
- Communicating the importance of teamwork in the workplace and demonstrating teamwork techniques
- Understanding the purpose of groups and leadership's role within them

As a member of our business community, I can see where every individual could greatly benefit from completing this Professional Communications Certification by Southwest Airlines. It is a struggle to find those who demonstrate the "soft skills" that all businesses rely on for success. Any individual that has earned this certification would show me as a business owner that they are more qualified for employment than a candidate without the certification.

Sincerely,

Thanks!

Ben Davis  
President, Benford Inc.  
[ben@the-soundwave.com](mailto:ben@the-soundwave.com)  
Mobile: 806.786.4822

The Soundwave  
[www.the-soundwave.com](http://www.the-soundwave.com)  
Store: 806.792.7299



## Texas School Public Relations Association

406 East 11<sup>th</sup> Street, Suites 101-105, Austin, Texas 78701-2617

Phone (512) 474-9107 or (800) 880-9107 • Fax (512) 477-0906 • [www.tspra.org](http://www.tspra.org)

### 2018-2019 Officers

#### President

Kristin Zastoupil

Corsicana ISD & Education Foundation

#### President-Elect

Monica Faulkenberg, APR

Northside ISD

#### Immediate Past President

Melissa Tortorici

Texas City ISD

#### Executive Director

Linsae Snider

TSPRA

#### Vice Presidents

##### Gulf Coast

Craig Verley

Mission CISD

##### Houston/Beaumont

Tammy Dowdy

Dickinson ISD

##### East Texas

Adriana Moon

ESC Region 7

##### North Central

Megan Overman, CPC

Eagle Mt.-Saginaw ISD

##### West Central

Traci Marlin

Midway ISD

##### Central

Rebecca Villarreal, APR

New Braunfels ISD

##### Northwest

Andy Penney

Frenship ISD

##### Far West

Melissa Martinez, CPC

El Paso ISD

##### San Antonio

Anne Marie Espinoza

Uvalde ISD

##### At-Large Position 1

Beth Trimble

DeSoto ISD

##### At-Large Position 2

Kristyn Hunt Cathey

Port Arthur ISD

##### At-Large Position 3

Arianna Vazquez-Hernandez, CPC

Pharr-San Juan-Alamo ISD

##### Parliamentarian

Veronica Castillon, APR

Laredo ISD

May 15, 2018

To Whom It May Concern:

The purpose of this letter is to provide written support for the Southwest Airlines Professional Communications Certification.

The *Texas School Public Relations Association* (TSPRA) is a professional organization whose members are dedicated to improving public education in Texas by promoting effective public relations practices, providing professional development for its members and improving communication between Texans and their public schools.

TSPRA membership is extended to the approximately 1000 Texas Public Schools professionals who perform communications related tasks within their school districts. These positions include job titles such as chief of staff, assistant superintendent, crisis communication specialist, media relations manager, marketing expert, public relations coordinator, graphic designer, education foundation executive director, social media manager, webmaster, community relations and business partnership director, electronic media production technician, videographer, photographer, translator, journalist, speech writer, and open records specialist. The common skill set necessary for each of these positions is profound knowledge of and expertise in executing customer service practices.

TSPRA members are expected to model flawless communications-related practices for staff, students and the community for which they support. Many school communications departments employ student interns who are interested in entering the field. This happens best where exceptional training has occurred, and standard practices are identified and expected. Products of our public schools are in need of intentional exposure to soft skills development in their journey for college and career readiness. A professional communications certification creatively presented through a blended learning environment is an excellent means for accomplishing this.

An intentionally created communications certification with formative assessments addressing the following is necessary:

- Telecommunication and other communication methods to include command of written, verbal and non-verbal language
- Superior customer service practices to include conflict resolution, listening skills, social media delivery and observation of effective soft skills
- Teamwork, collaboration and leadership development
- Identification of and critical review of available resources

**Texas School Public Relations Association**

**406 East 11<sup>th</sup> Street, Suites 101-105, Austin, Texas 78701-2617**

**Phone (512) 474-9107 or (800) 880-9107 • Fax (512) 477-0906 • [www.tspra.org](http://www.tspra.org)**

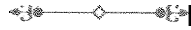
The existence of this Professional Communications Certification would be beneficial to individuals securing part-time jobs within their communities, interviewing for acceptance to colleges/universities, serving in paid or unpaid internships, time spent in volunteer capacities, and as they prepare for any real-world experience. Our public schools are clearly preparing our youth for the future. The prospect of this specific certification is evidence.

I am available for further comment about the positive aspects of this particular certification at [lsnider@tspra.org](mailto:lsnider@tspra.org) and 806.438.2484 (cell).

Sincerely,

A handwritten signature in cursive script that reads "Linsae Snider".

Linsae Snider  
Executive Director



TEXAS DEPARTMENT OF AGRICULTURE  
COMMISSIONER SID MILLER

May 11, 2018

To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification.

I am a Field Representative with Texas Department of Agriculture and have held this position for 20 years. I cover 18 counties in South Texas and my job duties are to promote Texas products through our Go Texan Marketing Program and promote Community Development Block Grant Programs to Rural Communities within my region. I actively recruit companies to become members of our marketing program and I often attend workshops and make presentations to various agricultural and city/county administrators regarding our programs.

The Southwest Airlines Professional Communications Certification is a tool that can assist individuals in showcasing life skills that will help them attain jobs. Those who earn this certification have demonstrated that they have a mastery of concepts vital to succeeding in any industry, including understanding the key components of communication whether verbal or written and understanding and learning the Importance of public speaking and presentation strategies.

It is a struggle to find individuals who demonstrate the "soft skills" needed in the business world. An individual that has earned the Professional Communications Certification by a nationally recognized company that is known for superior customer service and communication such as Southwest Airlines has proven that they are more qualified for employment than a candidate without the certification. As an employer it is encouraging to see these skills being learned and taught, evaluated and validated at the as it provides us a healthy workforce that our agency and local economies can benefit from. Communication is key in any form of business and effectively learning the importance of and understanding the strategies of communication will not only help them in finding employment but also in life.

Sincerely,

Nelda Barrera  
Field Representative  
Texas Department of Agriculture  
900- B East Expressway 83  
San Juan, TX 78589

May 14, 2018

To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification.

I have been in the finance industry for over 15 years and have had the opportunity to serve with individuals from various walks of life and education levels. I currently serve as the President and CEO of a private alternative finance company, TXP Capital, and have directly interviewed and hired every team member. Additionally, I was recently elected to serve as a Board of Trustee for Lubbock ISO. I believe education is the key to solving many of the societal challenges our community and communities all over the nation face.

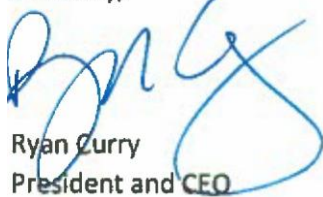
Those who earn this certification have demonstrated that they have a mastery of concepts vital to succeeding in any industry, including:

- Demonstrating how customer loyalty is created and sustained through excellent customer service practices and how that can positively impact a business
- Communicating the importance of teamwork in the workplace and demonstrating teamwork techniques
- Showing proper written and oral communication techniques

As an employer and a supporter of education, I believe every individual could benefit from receiving the Southwest Airlines Professional Communications Certification by a nationally recognized company that is known for their superior customer service and communication such as Southwest Airlines.

Furthermore, obtaining the certification demonstrates a desire on the part of the individual to improve his/her capabilities, which is a valuable quality to a potential employer. I fully support this initiative and thank you in advance for your consideration.

Sincerely,



Ryan Curry  
President and CEO

**THE OFFICES OF TXP CAPITAL**

7021 Kewanee Ave, Ste. 4-101 • Lubbock, Texas 79424 • o: 806.500.2701 • f: 806.771.1020



To Whom It May Concern:

I am writing this letter in support of the Professional Communications Certification endorsed by Southwest Airlines.

As the owner of a small business in the Humble ISD, Texas area for more than 10 years, I have and currently employ many high school students and young adults. To separate my small business from the big box stores, we have to focus on customer service. In a poll of our customers, this is what sets us apart from the big box stores. Every year we are inundated with applicants starting in their Junior year of High School. Sadly many of them do not have the skill sets to work in a business that requires eye contact, a firm handshake, verbal communication, teamwork, and customer conflict resolution strategies. We find that 2/3 of the hires will be released during their probationary period. It is frustrating as a business owner, needing employees that display these basic skills, to continually train in these areas to ensure the quality of customer service expected from the customers of a small business.

When I first reviewed the Professional Communications Certification endorsed by Southwest Airlines, I was hopeful for the youth of today. Having this program available in the schools would benefit our young workers allowing them to demonstrate a mastery of concepts vital to succeeding in any industry, including:

- Knowledge and understanding of quality customer service and the value of customer retention
- Demonstrate listening and communication skill processes to apply in the work force
- Exposure and resolution to the effects of verbal and non-verbal communications
- Exhibit the importance of teamwork and respect of leadership in the workplace and community

Allowing this program to fill a void in the education of every student in High School would greatly benefit the student and the companies seeking to employ them. A student that has completed the Professional Communications Certification endorsed by Southwest Airlines, will be empowered by the knowledge, perform better in an interview, and in my opinion be a more qualified candidate for employment.

Sincerely,

Bernice F Warren

Secr/ GP

Warren's Southern Gardens

To Whom It May Concern:

I am writing this letter in support of the Professional Communications Certification endorsed by Southwest Airlines.


As a small business owner in Lubbock Texas for 36 years, I have worked in Commercial Real Estate property management, leasing and sales. My team currently carries between 50 and 60 listings of commercial properties in Lubbock. I have worked with a variety of high school graduates and college students for many years. I have found that most of these students do not have the communication skills that they need to be successful in working with the public. Without training, I have found communication skills that should be known such as smiling and greeting people when you first come in contact with them must to be taught and practiced.

In real estate, every type of communication skill is needed from personal interaction, written communication, and most importantly, listening skills. In each transaction, there are many people that contribute to a successful close of the transaction in which professional collaboration and teamwork are the only way to work together toward one common goal. Other professionals that we work with are surveyors, appraisers, lenders, title companies, attorneys, other agents in addition to the buyers and sellers of real estate. The skills that would be especially beneficial in my industry which are provided by the Professional Communications Certification are:

- Different visual aids to heighten the presentation experience
- Time management skills
- Graphic design and editing concepts
- Telecommunication skills & etiquette
- Interpersonal skills involving situations with clients
- Verbal and non-verbal communication strategies

I am excited about the possibility of our local students being professionally trained in communication skills and the ability to obtain this certification. Students with the Southwest Airlines Professional Communications Certification will be highly qualified to be a great employee that I would be interested in hiring. As Lubbock is growing, our unemployment rate is low but without proper skills those who need the jobs the most are not able to retain the jobs they obtain.

Sincerely,



Karen Higgins, CCIM



550 BOWIE STREET, AUSTIN, TEXAS 78703  
WWW.WHOLEFOODS.COM  
AMERICA'S HEALTHIEST GROCERY STORE

5/18/18

To Whom It May Concern,

I am the head of Global Learning and Development for Whole Foods Market based in Austin, Texas. I also led the training functions for other Texas companies including Pier 1 Imports, RadioShack Corporation and FleetPride.

I am writing this letter to advocate for the enhanced use of specialized certifications to better prepare our future workforce. The primary role of learning and development in corporate America is to prepare employees to function at high levels in all aspects of his/her role. This includes functional expertise and competencies often referred to as "soft skills."

Based on my 25-years' experience in the talent field, I am confident that candidates possessing certifications such as Career Preparedness and Professional Communications are better equipped to join the workforce. The certifications will give them a leg-up in the interview process and then allow them to expedite their speed to proficiency. For these reasons, hiring managers and employment recruiters will see certifications as a candidate differentiator.

I appreciate your consideration to support the expanded use of specialized certifications with students.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Van Lente", with a stylized flourish at the end.

Mike Van Lente  
Senior Global Director of Learning & Development

May 9, 2018

To Whom It May Concern:

I am writing this letter in support of the Professional Communications Certification endorsed by Southwest Airlines.

My name is Hannah Lunceford, and I am the Financial Education Coordinator for 5Point Credit Union. 5Point Credit Union has seven locations across Southeast Texas and employs a staff of over 200 people. We have been proudly serving our members and the community for over 80 years. My position as a financial educator allows me to work first-hand with students at all grade levels.

Students who earn the Professional Communications Certification have demonstrated that they have a mastery of concepts vital to succeeding in any industry, including:

- Understanding the key components of superior customer/member service
- Recognizing sources of conflict and how to positively manage various conflicts in the workplace
- Showing proper written and oral communication techniques
- Identifying leadership styles and exploring the characteristics that make up a quality leader

It is a struggle to find students who demonstrate the “soft-skills” that all businesses rely on for success. A student that has earned the Professional Communications Certification endorsed by a nationally recognized company known for its superior customer service and communication, such as Southwest Airlines, has proven that they are more qualified for employment than a candidate without the certification. As a financial educator who works directly with high school students, it is encouraging to see these types of skills being taught, evaluated and validated at the high school level as it provides the foundation for a healthy workforce that our businesses and local economies rely on.

Sincerely,

Hannah Lunceford  
Financial Education Coordinator  
5Point Credit Union



May 15, 2018

Re: Express Business Office Technology Certification, Express Employment Professionals Career Preparedness Certification, and Southwest Professional Communications Certification

To Whom it May Concern:

I am writing to convey my support for the certification lessons offered through the Express Business Office Technology Certification, Express Employment Professionals Career Preparedness Certification, and the Southwest Professional Communications Certification.

In a fast-paced world filled driven by social media it is vital for students to learn professional ways to communicate and navigate the business world. As a sales representative for Advanced Graphix for many years and experience in the consumer packaged goods industry I have seen the need for younger generations to gain communication skills, business ethics, and business technology skills. The lessons provided by these programs are a great solution to this need.

It is my hope that our local school districts will consider using these programs as vital tools for students to gain certifications and knowledge that will help them to obtain employment and create long lasting careers.

Sincerely,

Amanda Godlove  
Sales Representative

To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification.

I have been the Executive Director for the American Diabetes Association in Lubbock, Texas, for 32 years. Over the years I have hired, trained, and supervised numerous employees in the Amarillo, Midland, El Paso, and Albuquerque, NM areas to build teams of volunteers who raise money and provide education for people who live every day with diabetes. Additionally, they work with corporate and individual donors who support the fight against diabetes and the work of the ADA. These employees must exhibit great communication skills and work with a diverse group of people.

Through our many educational and fund-raising activities, I have also had the pleasure of working with hundreds of students and know the significant importance of teaching young people a strong work ethic and communications skills. With our Day Camp for children and teens with diabetes, Camp NoloHi, we need youth who will be positive role models and who exhibit good communication skills. Our campers have diabetes and our counselors need to be able to make quality decisions and assess situations.

I understand that individuals who earn the Southwest Professional Communications Certification demonstrate many excellent qualities that would be beneficial in working in the non-profit field such as:

- Examine the sources of conflict and determine effective methods of resolving conflicts (both personally and in the workplace).
- Exhibit an understanding of teamwork and collaboration while building leadership and collaboration skills.

For the future of our corporate workplace, it is imperative we have a pipeline of accomplished employees. An individual who earns the Southwest Professional Communications Certification would potentially be better prepared to begin a career in non-profit management.

Sincerely,



Marina Atwood  
Executive Director



304 W. Monte Cristo • Edinburg, Texas 78541 • Office: 956-383-6289 • Fax: 956-383-0787

DIV. OF AMIGO IMPLEMENT CO., INC.

E-mail: amigoimp99@aol.com • www.amigoimplement.com • www.go-polaris.com/amigo/

**Kent C. Johnson**  
*President*

**J.P. English, Jr.**  
*Vice President*

**Janice N. Johnson**  
*Sec./Treasurer*

To Whom it May concern:

I am writing this letter to voice our support of the Principles of Small Engine Technology Certification and Professional Communications Certification in the preparation for students to be more career ready when reaching the job market.

As Vice President of Amigo Power Equipment, I have experienced firsthand the importance and value of students who have taken the step through educational certification, to be more career ready and in tune to the expectations of their prospective employers. Amigo Power Equipment has been in business for 44 years serving South Texas in Ag, Outdoor Power, and Power sports equipment sales and service. All of these areas demand knowledgeable small engine techs, and due to our direct relationship to retail customers, employees with good communication skills. Through the years we have hired dozens of employees. Some with certification and most without. Our experience has proven applicants that have recognized certification come with a much higher value than those that do not.

It is my hope that our regional school districts will consider implementing a program that will provide students an avenue to obtain certifications recognized by industry, that will help them secure employment in related fields that are beneficial to them and companies like ours.

Respectfully,

A handwritten signature in black ink, appearing to read "J.P. English", is written over a horizontal line. The signature is stylized and fluid.

J.P. English  
Vice President

05/03/2018



May 9, 2018

To Whom It May Concern:

I am writing this letter in support of Certification coursework and exams as they are used to prepare students for gainful and meaningful employment. Preparation for work and a career is enhanced greatly by courses and certifications to verify readiness to be employed.

As an owner/operator of an investment business, specializing primarily in real estate investments; I know that students that take courses and certification exams are more prepared to do the required work of the businesses in which they are employed. They are ready with expectation and anticipation of what needs to be done on the job. Along with actual work duties, customer support is vital. Communicating with customers and tending to their needs appropriately and in a timely manner is vital to a business's existence. Employees that possess the soft skills to keep a business' purpose and image as a focal point of each work day are priceless.

- Teamwork
- Leadership
- Positive customer service and its impact on the business
- Timeliness
- Quality work

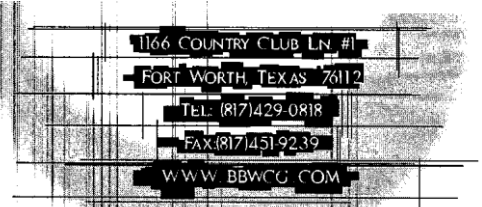
Each of the above qualities can be refined through certification coursework and exams. As a member of our business and educational communities, I can see where every student in High School could greatly benefit from completing the Professional Communications Certification endorsed by Southwest Airlines, the Business Office Technology Certification, or the Career Preparedness Certification, both endorsed by Express Office Professionals.

It is a struggle to find employees who demonstrate the "soft-skills" that all businesses rely on for success. An employee that has earned either of these certifications would demonstrate to a business owner that they are more qualified for employment than a candidate without the certification. I do hope that our educational system will make these certification exams available options for students to attain.

Respectfully,

*Anthony B Benton I*

Anthony Benton, Owner  
Benton Investments



5-14-2018

To Whom It May Concern:

As a communications executive, I enthusiastically support the Southwest Airlines Professional Communications Certification. Superior written and spoken communications is critical in an industry that is about communication.

Our company, Big Bad Wolf Creative Group, was founded in 1994 and initially was based in a backroom in my house. As a small entrepreneurial digital marketing business, our key differential or was attention to detail, and clear communications with our client from project start to project finish.

A challenge among young people today is writing emails and letters without abbreviated words. Habits from growing up using social media and texting. This communications certification offered by Southwest Airlines will be fantastic in helping individuals understand that shortcuts are not acceptable in the business world.

Any certification that assesses an individual's verbal and written communication skills will be supported by me as well as my company. I urge for the approval of the Southwest Airlines Professional Communications Certification.

Sincerely,

A handwritten signature in black ink, appearing to read "C. Johnson".

Chuck Johnson

President

Big Bad Wolf Creative Group

1166 Country Club Lane, Suite 1

Fort Worth, Texas 76112



May 8, 2018

To Whom It May Concern:

I am writing this letter in support of the Professional Communications Certification endorsed by Southwest Airlines.

I have been a small business owner in the greater Houston area since 1995 and my biggest struggle is to find employees with the proper communication skills to represent my company on a daily basis. After reviewing the objectives of the Professional Communications certification it would be very beneficial for every High School student to be required to take a class like this one. We have a high school senior and work very hard on these skills but we would have loved for him to have taken this course and completed this certification endorsed by Southwest Airlines.

We specialize in residential construction and remodel and we hire high school and college age students that are interested in this line of work. In most cases they are already pretty knowledgeable in construction and planning but mostly struggle in relating to the customer, making solid eye contact and verbal communication with confidence. This is all very critical in us gaining a customer or not and this Professional Communications certification seems to really hit the mark with the lessons available to the students. It is my opinion that a student who has earned this certification would be more attractive for us as a business owner than one who has not put the effort into passing this certification. Thanks for your time.

Sincerely,

Scott Callaway  
Owner, Callaco Services



**DANIEL M. POPE**

Mayor

April 14, 2020

To Whom It May Concern:

Please accept this letter in support of Southwest Airlines Professional Communications Certification. As Lubbock's Mayor, as former President of the Lubbock Independent School District Board of Trustees, former Chief Development Officer of the Covenant Health System, and founder of Benchmark Business Solutions, the most successful Xerox agent-dealer in the country, I believe that successful businesses and successful work forces must have employees who possess superior professional communication skills.

Clearly, customer service is a priority for SWA. The creation of this certification by SWA indicates their belief in the positive contributions this training makes to the individuals within their organization as well as to the organization itself. Professional Communications Certification instills teamwork techniques, leadership qualities, superior customer service, and proper written and verbal communication practices that are critical to today's workplace. Individuals who obtain the Professional Communications Certification demonstrate a mastery of these concepts and develop the kinds of communication skills that will help them succeed within any business or industry.

As Mayor, I am actively involved in Lubbock's economic development efforts. Investment in advanced technology centers as well as career and technical education are part of this community effort. However, no amount of technical knowledge will compensate for an employee who cannot communicate effectively with coworkers, superiors, clients or customers, regardless of whether one's curriculum is focused on culinary, cosmetology, allied health, manufacturing, IT, or the hospitality industry. For this reason, I highly support the Southwest Airlines Professional Communications Certification.

Respectfully,

A handwritten signature in blue ink, appearing to read "Daniel M. Pope". The signature is fluid and cursive, with a large, stylized "D" and "P".

Daniel M. Pope  
Mayor



May 16, 2018

To Whom It May Concern:

Please accept this letter expressing my support of the Professional Communications Certification, which is endorsed by Southwest Airlines Professional. As the owner of Brand Source Radio Lab, a successful local small business in Lubbock, and as an individual who has served on the Brand Source National Board of Directors, a \$14 billion operation, including serving two terms as Brand Source Southwest Regional President, I am very familiar with business and corporate workforce needs as well as the importance of educating and certifying students to be prepared and hired for the workforce.

Students who earn this certification have demonstrated that they are more career ready than a student without the certification, especially in an office setting. To earn the certification, the student must demonstrate mastery of several competencies that are necessary in our work environment, including:

- Understanding the role of technology in the workplace and demonstrating ways to use technology to improve business processes
- Recognizing and operating various software applications such as word processing, spreadsheet, presentation and database applications
- Operating email and calendar software applications
- Demonstrating proper oral and written communication practices for a variety of communication mediums (i.e. phone, email, business letters, etc.)
- Troubleshooting issues related to software and networking applications

As an employer, it is important to find employees that can handle the day-to-day tasks required in an office setting. Several students lack either the technical or soft skills to succeed in a fast-paced, formal, office environment. A student that has earned the Professional Communications Certification that is endorsed by Southwest Airlines has proven that they are more qualified for employment than a candidate without the certification. For these reasons, I strongly support the Professional Communications Certification which is endorsed by Southwest Airlines.

Sincerely,

  
Jeff Griffith  
City Council Member  
District 3

May 7, 2018

To Whom It May Concern:

I am writing this letter in support of Certification coursework and exams as they are used to prepare students for gainful and meaningful employment. Preparation for work and a career is enhanced greatly by courses and certifications to verify readiness to be employed.

As the Career and Technology Department Chair, I know that students that take courses and certification exams are more prepared to do the required work of the businesses in which they are employed. They are ready with expectation and anticipation of what needs to be done on the job. Along with actual work duties, customer support is vital. Communicating with customers and tending to their needs appropriately and in a timely manner is vital to a business's existence. Employees that possess the soft skills to keep a business' purpose and image as a focal point of each work day are priceless.

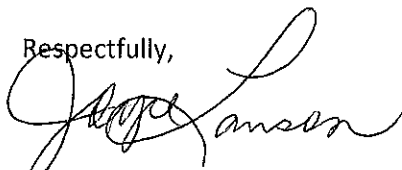
- Teamwork
- Leadership
- Positive customer service and its impact on the business
- Timeliness
- Quality work

Each of the above qualities can be refined through certification coursework and exams. As a member of our business and educational communities, I can see where every student in High School could greatly benefit from completing the Professional Communications Certification endorsed by Southwest Airlines, the Business Office Technology Certification, or the Career Preparedness Certification, both endorsed by Express Office Professionals.

It is a struggle to find employees who demonstrate the "soft-skills" that all businesses rely on for success. An employee that has earned either of these certifications would demonstrate to a business owner that they are more qualified for employment than a candidate without the certification.

I do hope that our educational system will make these certification exams available options for students to attain.

Respectfully,

A handwritten signature in black ink, appearing to read "Joyce Lawson", written in a cursive style.

Joyce Lawson  
Thurgood Marshall High School  
Career and Technology Department Chair  
281-634-6754 (Work)  
832-372-9618 (Cell)

May 11, 2018

To Whom It May Concern:

I am writing this letter in support of the Professional Communications Certification endorsed by Southwest Airlines. This certification program will allow students to explore career opportunities and gain experience with communication expectations in various fields. As a retail manager and employer of four years, having interviewed hundreds of applicants and hired over a hundred, I strongly support this program.

Student who complete this certification program have demonstrated that they have mastered these concepts vital to succeeding in any industry, including:

- Understanding key components to customer service (patience, attentiveness, clear communication, goal oriented, tenacity, time management)
- Communicating the importance of teamwork in the workplace and demonstrating teamwork techniques
- Demonstrating how customer loyalty is created and sustained through excellent customer service practices and how that can positively impact a business

A key component in any business today is customer service, it helps ensure customer retention and builds lasting relationships through business, regardless of what field you may be in. The first of five pillars of retail is adding and retaining customers, and that all stems from thorough communication and superior customer service. Students who complete this program are more likely to be recognized by employers, as they have gone farther to gain knowledge, and are specially educated in professional communications. A student that has earned this certification that is endorsed by a nationally recognized company that is known for superior customer service such as Southwest Airlines has proven that they are more qualified than a candidate without this certification. It is not easy to find students that possess these "soft-skills" that are necessary for a business to succeed. As a retail employer, it is encouraging to see these skills being taught, evaluated, and validated on a high school level.

Sincerely,

Wade Floyd

D&D Texas Outfitters

Feed, Pet, & Hardware Manager/Buyer



To Whom It May Concern:

I am writing this letter to voice my opinion and support of the Principles of Small Engine Technology Certification and Professional Communications Certification in the preparation for students to be more career ready when reaching the job market.

As President of Dugan/Stone Trailer Co., I have experienced firsthand the importance and value of students who have taken steps to complete educational certification, to be more career ready and in tune to the expectations of their prospective employers. Dugan/Stone Trailer Co. has been in business for almost two years, but my grandfather ran this business for over fifty years providing a well-built gooseneck cattle trailer for cattlemen all over the United States and overseas. Our company has provided excellent customer sales and service. These areas demand knowledgeable small engine techs, and due to our direct relationship to retail customers, employees with good communication skills. Through the years this company has hired dozens of employees. Some with certification and most without. My experience has proven applicants that have recognized certification come with a much higher value than those that do not.

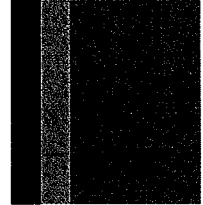
It is my hope that our regional school districts will consider implementing a program that will provide students an avenue to obtain certifications recognized by industry, that will help them secure employment in related fields that are beneficial to them and companies like mine.

Respectfully,

Blake Stone  
President

05/09/2018

David Sharbutt  
EDIT TX LLC  
5307 63<sup>rd</sup>, Suite 100  
Lubbock, Tx 79424  
806-438-7707 dsharbutt@zona.net



May 9, 2018

To Whom It May Concern:

I am an entrepreneur with a history of starting dozens of businesses in the State of Texas and the region. We presently have over 700 employees in service and technology businesses in the state. I am writing this letter in support of the Professional Communications Certification endorsed by Southwest Airlines.

As an owner of several small businesses in Texas, we have been employing high school students, recent high school, and college graduates for many years. My biggest challenge as a business owner is finding people who know how to work and know how to communicate properly with our customers and their co-workers. We spend a significant amount of our time training our employees to communicate in a professional manner. After reviewing the Professional Communications Certification endorsed by Southwest Airlines I was encouraged. This training has the potential to provide needed training to our future work force.

Students who earn this certification have demonstrated a mastery of concepts vital to succeeding in any industry, including:

- Understanding the key components of superior customer service
- Demonstrating how customer loyalty is created and sustained through excellent customer service practices and how that can positively impact a business
- Communicating the importance of teamwork in the workplace and demonstrating teamwork techniques
- Understanding the purpose of groups and leadership's role within them

As a member of our business community, I would like for every student in High School to have access to this Professional Communications Certification endorsed by Southwest Airlines.

Whether they plan to further their education or immediately enter the work force, this training can prepare them for the future. Teaching the "soft-skills" that all businesses rely on for success is a challenge for every small business. This could be a much needed tool to maintain Texas' leadership in economic growth.

Sincerely,

A handwritten signature in black ink, appearing to read "David Sharbutt".



# FILTRATION & HOSE SPECIALTIES, LLC

Justin Harris  
President  
Filtration Hose & Valve Specialties  
1505 S Treadway Blvd  
Abilene, Texas 79602

February 28, 2020

To Whom it May Concern:

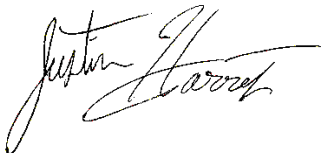
My name is Justin Harris, and I am the president of Filtration Hose & Valve Specialties. We are an agricultural and oilfield supply company specializing in custom hoses, valves, filters, and pipe fittings. Filtrations Specialties was started 14 years ago in Abilene, Texas by my grandfather, and since then, we have opened two additional locations: one in Hobbs, New Mexico, and one recently in Odessa, Texas.

I am writing this letter to show my support for the Southwest Airlines Professional Communications Certification. With Southwest being a pioneer of modern customer service and relations, I am sure that this certification reflects the same quality. Many students come out of high school lacking vital soft skills necessary to be successful in future endeavors. This industry certification gives students the opportunity to obtain those soft skills before they pursue secondary education or enter the workforce.

As an oilfield supply company, a considerable part of work is sales and delivery, so when it comes time to hire sales reps and delivery drivers, I usually find a deficit of applicants with the soft-skills that are so desired by employers like myself. If my current and future employees were to acquire this certification, I have no doubt that they will be an easy hire and will start out at a higher wage.

This certification will create a pool of talented and skilled communicators for our industry, and that is why we want to see the Southwest Airlines Professional Communications certification approved in Texas.

Sincerely,

A handwritten signature in black ink, appearing to read "Justin Harris", with a stylized, cursive script.

Justin Harris



May 8, 2018

To Whom It May Concern:

I am writing this letter in support of the Professional Communications Certification endorsed by Southwest Airlines.

Gipson Security Solutions is a security company specializing in access control, security cameras, locks, keys, safes, and power door operators. We service both commercial and residential properties all over the Dallas-Fort Worth Metroplex and beyond. Gipson Security was started in March of 2016, and at that time, was a single person company. Though I had been in the industry for more than ten years, people are reluctant to put their confidence, and safety, in the hands of a small business. I earned their business, and trust, through excellent customer service and deep knowledge of the industry. I owe much of my success to my ability to communicate with my customers and build lasting relationships that keep them coming back to us with future security needs.

When we were ready to expand, it was essential that whomever joined our team upheld the same standard of communication and customer service that the business was built on for our continued success. They must have the ability to build valuable relationships with our clients as well as have knowledge in service recovery and both written and verbal communication. Our clients place utmost importance in the security of their assets, employees, and/or families. Often, we have one chance to make a potential client know that we are skillful in our practice and able to handle their security needs and therefore have little room for a learning curve for our employees.

I would place great worth in a potential employee who has been taught, and proven their proficiency in, techniques of communication and customer service. It is through these proficiencies, that we have earned the respect of our clients. It is these clients who will ensure our continued growth and success. A student that has earned the Professional Communications Certification that is endorsed by a nationally recognized company known for their superior customer service and communication such as Southwest Airlines has proven that they are more qualified for employment than a candidate without the certification.

A student whom is willing to go the extra mile to receive a certification is not only more valuable upon hire but has also proven their desire to be a lifelong learner and expert in their skillset. This is essential to stay on top of the security industry and its ever-changing technology. As an employer, it is encouraging to see these types of skills being taught, evaluated, and validated at the high school level as it provides us a healthy workforce that our businesses and local economies rely on.

Sincerely,

Sean Gipson, CEO

Gipson Security Solutions, LLC



May 17, 2018

To Whom It May Concern:

I am writing this letter to show my wholehearted support for the Professional Communications Certification Program endorsed by Southwest Airlines.

My career in television news and broadcasting has spanned some 14 years, although not consecutively; the first 10 years were spent in Lubbock followed by 8 years as a stay at home mom, then I returned to the industry 4 years ago in Austin. One thing that hasn't changed over the years, whether I was a rookie straight out of college or a more seasoned employee starting the second act of my career is the vital importance for excellent communication skills. In my industry, as in life, relationships are at the root of everything. To develop solid professional relationships, one must have not only the capability to communicate and perform successfully, they must have the confidence and preparation to do so. The Professional Communications Certification Program will provide the foundation for young people no matter their chosen career to step into a position armed with skills that will make them a more effective participant, employee and leader.

As the mom of three young daughters, I also see the need for this program as I watch my children grow up in a time when many hours of the day are spent using a screen or electronic device of some kind. Training in verbal and non-verbal communication styles, utilizing conflict resolution and understanding teamwork and collaboration, just to name a few, are of utmost importance for students to learn in order to not only have the confidence to go after the job they want, but to build a strong foundation for a long and successful career once they get it.

It is my hope the Professional Communications Certification Program will be made available to students region-wide, rooting their beginnings in today's workplace in excellent training and communication and leading to successes beyond their wildest dreams.

Very Sincerely,

A handwritten signature in black ink that reads "Amanda Tatom". The script is fluid and cursive, with the first letter of each word being capitalized and prominent.

Amanda Tatom  
Studio512 Host/Producer  
KXAN-TV



**MARTIN | WALTON**  
699 S. Friendswood Dr., #107  
Houston, Texas 77546-4580  
713-773-2035 (office)

*J. Ken Johnson / Of Counsel*  
kjohnson@martinwaltonlaw.com  
713-907-8325 (cell)

May 15, 2018

To Whom It May Concern:

**"Communication - the human connection - is the key to personal and career success."**

*Paul J. Meyer*

My job is to solve problems. Over the years, I have helped individuals and companies around the nation solve some huge and complex legal issues. Counseling clients about legal options and advocating for them in court is predicated on effective communication.

Over 40 years ago, I was challenged to develop communication skills as a student in agriculture education and a member of the Texas FFA. Those opportunities to learn, grow, compete, and serve opened doors that lead to personal and career success far beyond what I imagined possible at the time.

The importance of effective communication is not limited to my line of work. The ability to communicate clearly and effectively goes to the heart of every relationship and task. Good reading, writing, speaking, and listening skills are essential to completing assignments and achieving goals, no matter the job or profession.

Our educational system should not leave the development of such essential skills to chance. The creation of the Southwest Airlines Professional Communications Certification is a step in the right direction. I believe trained professionals teaching, evaluating, and validating foundational communication skills in a positive and challenging environment can be a "game-changer" for our state.

A quality communications certification can help individuals learn how to apply book knowledge, solve problems, and build careers with the help of practical communication skills. If done right, the Southwest Airlines Professional Communications Certification can have a profound impact on Career and Technology Education (CTE), and individuals working to become a part of the workforce. The certification will also let employers and the community know the individuals that complete the program are capable and ready to contribute in positive ways.

The concept of this certification represents an educational advancement of historical significance. I hope it proceeds as planned, and additional individuals can prove their skills and earn the certification.

Please let me know how I can be of assistance with the adoption and implementation of this important program.

Sincerely,



J. Ken Johnson



**MWJ ROOFING & ROLL-OFFS**

9109 Saratoga Avenue, Lubbock, TX 79424

806.544.0077

[mwj.roofing@yahoo.com](mailto:mwj.roofing@yahoo.com)

[www.mwjroofing.com](http://www.mwjroofing.com)

May 10, 2018

To Whom It May Concern:

I am writing this letter in support of the Professional Communications Certification endorsed by Southwest Airlines.

As a third-generation roofing contractor, entrepreneur and business owner, I have over 20 years of experience managing business operations. Employees in my office must be able to interact and communicate effectively with clients and colleagues on a daily basis.

Students who earn this certification have demonstrated that they have a mastery of concepts vital to succeeding in any industry, including understanding key components of superior customer service, demonstrating proper written and oral communication techniques, sustaining customer loyalty through excellent customer service practices, and positively managing various conflicts in the workplace.

It is a struggle to find students who demonstrate the "soft-skills" that all businesses rely on for success. A student that has earned the Professional Communications Certification that is endorsed by a nationally recognized company that is known for their superior customer service and communication such as Southwest Airlines has proven that they are more qualified for employment than a candidate without the certification. As an employer, it is encouraging to see these types of skills being taught, evaluated and validated at the high school level as it provides us a healthy workforce that our businesses and local economies rely on.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Matthew Jasper', with a stylized flourish at the end.

Matthew Jasper  
Owner



6923 Indiana Avenue Box 108  
Lubbock, TX 79413  
(806) 441-4139

To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification that provides in the development for students to be career ready when entering today's job market.

As the Director of Real Estate and Acquisitions for National Storage Solutions Management, LLC in Lubbock, TX we have been employing graduate and post-graduate college students since our company began over seven (7) years ago. NSSM, LLC hires young professionals in the fields of marketing, management, and finance to aide in the growth of our organization. My biggest challenge as the Real Estate & Acquisitions Director is finding young professionals that understand how to effectively communicate not only with customers but also within our work environment, to our partners, and with our lenders.

After reviewing the Professional Communications Certification endorsed by Southwest Airlines I was encouraged that if the schools in our area were offered this type of program, the local business community would benefit tremendously. In my profession, integrated communication between Seller, Buyer, and the Financial Institution is tantamount to success.

It is my hope that our regional school districts will consider implementing a program that will allow students to obtain certifications recognized by various industries. In my opinion it is a win/win for everyone.

Sincerely,

***John Owens***

Director of Real Estate and Acquisitions

NSSM, LLC

---

# NUN IDE

*Work Better. Lead better. Live Better*

To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification .

My perspective on this opportunity is broad, having had a variety of professional experiences from which to view the need for such preparation for our community's young men and women. I am currently both a small business owner (business and personal consulting) and a faculty member (CEO-in-Residence at Lubbock Christian University); I serve on the board of Lubbock's economic development entity; and I formerly co-owned and led United Supermarkets, which employed over 10,000 people from every sort of background.. From each of these positions, I have been able to observe the significant gaps that have emerged in training for the very skills covered by this certification. Having reviewed the Professional Communications Certification by Southwest Airlines, I am encouraged that the deployment of such a certification in our area would have a tremendous, lasting, far-reaching impact on countless lives- of the individuals and their future families, of those seeking to fill positions from the current and future workforce, and of the current and future customers and patrons of those enterprises.

Those who earn this certification have demonstrated that they have a mastery of concepts vital to succeeding in any industry, including:

- Understanding the key components of superior customer service
- Demonstrating how customer loyalty is created and sustained through excellent customer service practices and how that can positively impact a business
- Communicating the importance of teamwork in the workplace/demonstrating teamwork techniques
- Understanding the purpose of groups and leadership's role within them

As a longtime member of our business community, I feel certain that every student could benefit greatly from completing the Professional Communications Certification by Southwest Airlines. I feel equally certain that our entire region, and the way of life of innumerable households and businesses, would benefit just as much or more. I wholeheartedly support this effort, and I thank you for your time and attention.

Sincerely,



Matt Bumstead

President, Nun Ide

CEO-in-Residence, Lubbock Christian University



**RED RAIDER CLUB** YOUR SUPPORT, THEIR EFFORTS, OUR FEARLESS CHAMPIONS  
(806) 742-1196 | Fax (806) 742-9776 | Box 45055 Lubbock, TX 79409-5055

May 8, 2018

To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification.

My name is Alex Yack, and I am an Assistant Athletic Director for Texas Tech Athletics. I have eight years of experience working in Division I athletic departments at Texas Tech University and The United States Air Force Academy. I understand that communication skills are fundamental to an individual succeeding in any professional career. It is my experience that individuals who have a command of written and verbal communication, are far more ready for a successful career in athletics administration.

Those who earn this certification have demonstrated they have a mastery of concepts vital to succeeding in this industry, including an understanding of teamwork and collaboration, while communication skills.

Best Regards,

Alex Yack  
Assistant Athletic Director  
Texas Tech University Athletics



# Sam Houston State University

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

## DEPARTMENT OF AGRICULTURAL SCIENCES

To Whom It May Concern:

I am writing in support of the Professional Communications Certification endorsed by Southwest Airlines.

As the Chair of the Department of Agricultural Sciences at Sam Houston State University, this certification is valued. The skills students develop are useful to students seeking Bachelor of Science degrees from programs, such as; Agricultural Business, Agricultural Engineering Technology, Animal Science, Interdisciplinary Agriculture, Plant and Soil Science as well as the Agricultural Education teaching options. Furthermore, the businesses and schools that select our graduates as employees will see a benefit as these students will have a much high level of employability skills than those students without the certification.

At Sam Houston State University, one of the main issues faced is a weakness in the soft skills needed to be successful at university and the workplace. Certifications such as this will reinforce communication, conflict resolution, teamwork as well as reading, writing and listening skills.

Without a doubt, this certification will greatly benefit students leaving high school to seek higher education or to enter the workforce.

Sincerely,

Dr. Doug Ullrich, Professor & Chair

Department of Agricultural Sciences

May 16, 2018

College of Agricultural, Human and Natural Resource Sciences  
Washington State University  
Alumni and Development  
PO Box 646228  
Pullman, WA 99164-6228

To Whom it May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification.

I am the Sr. Dir. for the College of Agricultural, Human and Natural Resource Sciences at Washington State University. Since 1862, WSU as an institution of higher education has focused on excellence in teaching, practical training, and pivotal research to provide transformational effects in people's lives. The role of our office is to work with donors and alumni to provide private support for the programs and projects within the College of Agricultural, Human and Natural Resource Sciences.

We hear daily from our stakeholders that finding and retaining employees is their number one problem. It is supremely important to the agricultural industry that we have employees prepared for the workforce and students who are able to communicate and exhibit an understanding of teamwork and collaboration, while also building leadership skills. This certification will prepare individuals for to be job ready, day one.

I highly endorse the Southwest Airlines Professional Communications Certification. Thank you for the opportunity to write this letter.

Sincerely,



Linda Bailey, Sr. Dir.

April 5, 2023



To Whom It May Concern:

First Farmers Bank & Trust is a community bank that started in Converse Indiana. Today, First Farmers has over \$2.5 billion in assets and serves over 60,000 clients throughout Indiana and Illinois with 34 offices and 400+ employees. I am a branch manager and mortgage lender at one of our corporate offices in Kokomo Indiana.

I am writing to request state approval of the Southwest Professional Communications Certification. I am requesting this for state approval because I feel strongly this is a necessary skill to be successful in any career path. This certification would offer value to the banking industry and our organization because it would provide future potential employees/community members the soft skills necessary to efficiently communicate with others. Effective communication builds stronger teams and provides better customer service.

First Farmers Bank & Trust has many positions that do not require a college education and I believe the skills this certification addresses would be great additions to a high school education or equivalent. This certification would greatly heighten the employability skills of the student. I often must coach entry level new hires on phone etiquette and digital communication techniques. I think existing employees would benefit from this certification as well.

Effective communication is a necessary skill for any career path and especially as business professionals. Banking is built on relationships and communication is an important part of the relationship building process. I hope to see the state approve the Southwest Professional Communications Certification. I know the soft skills this curriculum focuses on would have a positive impact on the organization, team, and clients served by any student completing this certification.

Sincerely,

A handwritten signature in black ink that reads 'Taylor M. Mills'.

**Taylor M. Mills**

AVP Branch Manager II & Mortgage Lender

**First Farmers Bank & Trust**

101 W Sycamore St

Kokomo, IN 46901

765-252-1745

[www.ffbt.com](http://www.ffbt.com)

[Taylor.Mills@ffbt.com](mailto:Taylor.Mills@ffbt.com)

NMLS # 187322 Institution ID # 478756





04/05/2023

To Whom It May Concern:

My name is Bart Irwin, and I am a Vice President of Community First Bank of Indiana. We are a mid-sized employer and currently have 124 employees across many different job classifications in the banking and financial arena. I am writing to you today to discuss the benefits of hiring someone with a Professional Communications Certification and why I think providing this to the Excel Center would benefit our community and my organization.

I am requesting state approval for the Southwest Professional Communications Certification. It is a highly respected certification that demonstrates a candidate's skills in written and verbal communication, as well as their ability to manage and deliver complex projects.

Hiring someone with this certification can provide companies with several benefits, including but not limited to:

**Improved communication:** Employees with this certification are experts in communicating effectively with both internal and external audiences. They can write clear and concise emails, reports, and presentations, and they can speak confidently and persuasively in front of groups.

**Enhanced customer service:** Employees with this certification can provide excellent customer service. They are able to understand and address customer needs, and they are able to resolve customer issues quickly and efficiently.

**Improved brand reputation:** Hiring someone with this certification can help to improve your company's brand reputation. Employees with this certification are able to communicate your company's message effectively to the public, and they can help to build positive relationships with customers and partners.

**Staying up to date:** Many certification programs require ongoing education for professional development to maintain your certification. This can help you stay current with the latest trends and best practices in the field of communications.

Thank you for your time and consideration for approval of the Southwest Professional Communications Certification for the Excel Center.

Sincerely,

A handwritten signature in black ink that reads "Bart Irwin".

Bart Irwin

April 26, 2024

To Whom It May Concern:

I am writing this letter in support of Hoosiers earning the Express Employment Professionals Career Preparedness Certification. This certification is valuable to anyone navigating entering the modern workplace. I too value this when reviewing applicants.

Since 1995, Orange County Economic Development Partnership has been acting out the mission to improve the quality of life of Orange County Citizens. In my role as the Executive Director, it is my duty to local businesses to improve the availability of a skilled workforce. An easy way for me to do that is to help see that employers have access to applicants that possess the certifications the employers are looking for.

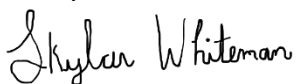
Individuals credentialed with the Express Employment Professionals Career Preparedness Certification understand the workplace and their role in a professional environment. They're also better prepared to apply for a job for which they're qualified. This is helpful to employers who don't want to waste their time on unprepared or unqualified candidates. The best part of this certification is it easily stands out on a job application versus someone describing the skills or experience they possess, which is often vague or nearly impossible to verify. Hiring managers easily identify candidates qualified for entry-level positions where this certification is listed.

It is imperative we have skilled workers for current and future positions in the county. In the case of attracting new business, when I can share that Orange County schools are certifying individuals in the Express Employment Professionals Career Preparedness Certification, it shows that Orange County has the talent necessary to meet employers' needs. It is harder than ever for Orange County's employers to find quality candidates, so I know our employers are eager to offer interviews to entry-level applicants with this certification.

Express Employment Professionals is a brand synonymous with career preparation as they work to recruit and place qualified candidates in numerous career fields. Candidates who have earned this certification have demonstrated the ability to enter and pursue a successful career.

This certification legitimizes the skills learned in this program and gives individuals the opportunity to stand out amongst others. This certification is extremely valuable to economic developers like me because it supports our communities' sufficient, qualified pipeline of competent individuals entering the Orange County workforce.

Sincerely,



Skylar Whiteman  
Executive Director



505 S. Maple Street  
French Lick Indiana 47432



812-936-3388



info@ocedp.com  
ocedp.com/info



facebook.com/ocedp



**STOTZ**  
EQUIPMENT



**JOHN DEERE**

April 19th, 2024

To whom it may concern,

My name is Karen Harrington and I represent Stotz Equipment as their Southern Region Manager and Tucson Branch Manager. Our company is a family-owned and Arizona founded John Deere dealership that has been established since 1947. Since 1947 we have grown to serve eight states through twenty-five different locations.

I am writing this letter in support of the Southwest Airlines Professional Communications Certification. Individuals who earn this certification have demonstrated knowledge and skills needed to be successful in their career. Those that earn this certification will have a strong foundation that they can then build off of as they continue to practice and evaluate their professional decisions.

It is imperative we have an interested and knowledgeable workforce for current and future positions in a wide variety of roles. One of the most difficult hurdles for employers is finding qualified candidates who have an understanding and ability to communicate effectively. This certification will enhance the ability of businesses and organizations to recognize those who demonstrate such a desired skill and knowledge.

This certification will be a great asset to Arizona, by validating industry leaders in their understanding of communications.

Sincerely,



Karen Harrington

Southern Region Manager

Tucson Store Manager

Stotz Equipment

***We make your life easier!***

**25 Locations in 8 Western States:**

Arizona • California • Colorado • Idaho • Nevada • New Mexico • Utah • Wyoming

**[www.stotzequipment.com](http://www.stotzequipment.com)**

Chick-fil-A 52nd & Wadsworth Location  
7749 Wadsworth Blvd  
Arvada, CO 80003  
(303) 425-0500

August 21, 2024

To Whom It May Concern,

As the operator of the Chick-fil-A located at 52nd & Wadsworth in Arvada, CO, I oversee the daily operations of a high-volume restaurant that prides itself on delivering exceptional service and quality products to our guests. Chick-fil-A is known for our dedication to customer service, community involvement, and the personal and professional development of our team members. At our location, we employ about 75 individuals who play an essential role in maintaining the standards that Chick-fil-A is recognized for nationwide. Our success is deeply rooted in our commitment to fostering a culture of stewardship, integrity, and care for our team, which is why I am proud to support the Southwest Airlines Professional Communications Certification.

Southwest Airlines and Chick-fil-A value a lot of the same things and are often both case studies in business for how we treat our customers and employees. Because of this, I am confident in the certification's fit with Chick-fil-A. We practice what we call "2nd Mile Service," which is about going above and beyond customer expectations. Responding to customers with "my pleasure" is part of 2<sup>nd</sup> Mile Service. Hiring individuals who already possess proof of their proficiency in professional communications is a no-brainer, especially since these skills can be harder to teach than technical skills. I can trust that someone who possesses the Southwest Airlines Professional Communications Certification will represent the Chick-fil-A brand and my store well. I am committed to offering interviews when I see this certification on an application. Furthermore, I'll be keeping this certification in mind as a professional development opportunity for those I employ.

I strongly urge state approval of this certification as it supports both my business and the personal growth of individuals entering the workforce. It is essential to ensuring our continued success by empowering employees with the communication skills they need.

Sincerely,

A handwritten signature in black ink, appearing to read "Lori Chalmers". The signature is fluid and cursive, with the first name "Lori" and last name "Chalmers" clearly distinguishable.

*Lori Chalmers*

Restaurant Operator  
lori.chalmers@cfafranchisee.com

August 19, 2024

To whom it may concern:

Southwest Airlines, a company known worldwide for how we treat both our employees and our customers, understands the importance of connecting with many different audiences. Whether delivering superior customer service or entertaining yet informative safety briefings, our people understand the importance of presenting with impact, articulating points of view with clarity and precision, and possessing effective written and oral communication skills.

The Southwest Airlines Professional Communications Certification is a soft skills-focused certification. Often overlooked for technical skills, developing soft skills is essential for everyone.

According to a recent LinkedIn Global Trends study, 90% of employers in the United States say soft skills contribute to the future of their companies. The need for these skills emphasizes the urgency of incorporating this industry certification into Colorado classrooms hosting the next generation of workforce professionals. More certified candidates entering the Colorado workforce will positively impact all Colorado businesses.

The Southwest Airlines Professional Communications Certification prepares individuals with soft skills that should be available, inclusive, and central for all in Colorado, no matter their occupation. As the Colorado Department of Education moves forward, I hope they consider this certification.

Sincerely,

A handwritten signature in black ink, appearing to read "Clay Horton", with a stylized flourish at the end.

Clay Horton, SHRM-CP  
Associate Recruiter  
Southwest Airlines



August 23, 2024

Dear Maryland Credentials Review Committee:

Southwest Airlines, a company known worldwide for how we treat both our employees and our customers, understands the importance of connecting with many different audiences. Whether delivering superior customer service or entertaining yet informative safety briefings, our people understand the importance of presenting with impact, articulating points of view with clarity and precision, and possessing effective written and oral communication skills.

The Southwest Airlines Professional Communications Certification is a soft skills-focused certification. Often overlooked for technical skills, developing soft skills is essential for everyone.

According to a recent LinkedIn Global Trends study, 90% of employers in the United States say soft skills contribute to the future of their companies. The need for these skills emphasizes the urgency of incorporating this industry certification into Maryland classrooms hosting the next generation of workforce professionals.

The Southwest Airlines Professional Communications Certification prepares individuals with soft skills that should be available, inclusive, and central for all Marylanders, no matter their occupation. As the Credentials Review Committee moves forward, I hope they consider this certification.

Sincerely,

*Goro Harada*

Goro Harada  
Recruiter – East Region  
People Department



3005 Rocky Mountain Ave  
Loveland, CO 80538  
(970) 685-3300

8/21/2024

**To Whom It May Concern:**

As the Training Manager for Nutrien Ag Solutions, I am writing to support the Southwest Airlines Professional Communications Certification. Nutrien Ag Solutions is a leading provider of agricultural products and services with over 20,000 employees globally, including in Colorado.

Effective communication is the backbone of our operations at Nutrien Ag Solutions. Whether it's coordinating with clients, negotiating with suppliers, or ensuring clear and concise instructions within our teams, the ability to communicate effectively is critical. The Southwest Airlines Professional Communications Certification offers the high-quality training necessary to fill this gap in the workforce.

Finding entry-level employees with strong communication skills is a growing challenge. This certification directly addresses that need, equipping individuals with the competencies required to thrive in our field. We value these skills so highly that we would consider giving hiring preference to certification holders.

I strongly urge the use and implementation of the Southwest Airlines Professional Communications Certification throughout the state of Colorado. It is vital for developing a workforce capable of driving the agricultural industry forward.

**Sincerely,**

*Kristen Rutgers*

Kristen Rutgers  
Training Manager  
Nutrien Ag Solutions



September 30, 2024

To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification.

My business, OMG! Pretzels is a small manufacturing business that makes gourmet seasoned sourdough pretzels nuggets sold wholesale to retail merchant partners. As a manufacturer, having workers that possess excellent communication and soft skills for both internal and external customer service is essential to the success of my business.

Individuals who earn this certification have demonstrated possession of the soft skills necessary to thrive in any workplace or post-secondary environment. Particularly important to my business are the following topic areas this certification offers: Communication Styles, Written Communications, Workplace Communication, Steps to Superior Customer Service, Managing Diversity, Conflict Management, Teamwork & Collaboration, and Leadership Styles.

It is imperative we have a pipeline of workers with the knowledge and skills necessary to communicate effectively, think critically and work with others, resulting in an employee with greater interpersonal and customer service skills.

This certification is what every employer needs. As my business and workforce continues to grow it is critical that I be able to hire people of all ages who possess these skills before I hire them. Knowing that a potential hire has earned this certification would help to alleviate these challenges and provide the confidence I need in the hiring process. This certification serves as a hiring signal for our entry-level positions, allowing us to give preference to these individuals for interviews. I believe in this certification so much that I've used it with adult education students when I was a Career Education Program Coordinator at an adult and career education school.

An individual who has earned the Southwest Airlines Professional Communications Certification, issued by a nationally recognized, industry-leading company, has proven they are more qualified and prepared to enter any work environment, regardless of industry interest, than an applicant without the certification. In addition, this certification is extremely valuable to employers like me because it helps connect us to quality candidates.

Sincerely,

A handwritten signature in black ink, appearing to read "Steph", written over a light blue horizontal line.

Stephanie Kriebel  
President & CEO  
OMG! Pretzels

[www.omgpretzels.com](http://www.omgpretzels.com)



NVR Building Products Co.  
210 N Carroll St,  
Thurmont, MD, 21788

October 9th, 2024

Dear Whomever This May Concern,

I am writing to express my support for the approval of the Southwest Airlines Professional Communications Certification in Maryland. As a supervisor at NVR, Inc. in Maryland, I have witnessed firsthand the transformative impact of effective communication skills in the professional landscape.

The skills taught in the Professional Communications certification program are essential for fostering a collaborative and efficient workplace. The certification emphasizes critical areas such as effective verbal and non-verbal communication, active listening, and persuasive writing. These competencies align seamlessly with the values we uphold at NVR, where clear communication is crucial for our success in the homebuilding industry.

At NVR, we prioritize exceptional customer service and teamwork, both of which rely heavily on strong communication skills. For instance, our sales and construction teams must work closely together to ensure that client needs are understood and met promptly. The ability to communicate effectively not only enhances internal collaboration but also elevates customer satisfaction—key metrics in our business. I believe that the Southwest Airlines Professional Communications Certification will not only benefit individual professionals but will also contribute to a more skilled workforce in Maryland. Employers are looking for the skills taught in this certification on their resumes. It aligns with our mission at NVR to build homes and communities with integrity and excellence.

Thank you for considering this valuable certification for approval. I am confident that it will make a significant difference in the professional development of individuals in our state or for businesses like ours.

Sincerely,

A handwritten signature in dark red ink, reading "Amber Erb". The signature is stylized with a large, flowing "A" and a cursive "Erb".

Amber Erb  
Manager  
NVR, Inc.  
ambererb94@gmail.com



Arizona Cotton  
Growers Association

April 3, 2024

To whom it may concern:

On behalf of the Arizona Cotton Growers Association, we'd like to offer our full support for the Southwest Airlines Professional Communications Certification. The Arizona Cotton Growers Association is a voluntary, non-profit producer organization created in 1942 to provide cotton growers in Arizona with representation and support at the local, state, and federal level. As an integral part of the agriculture industry in the state, understanding that agriculture impacts society in many ways, including supporting livelihoods through food, habitat, and jobs; we value having future workers that possess excellent communication skills.

Those who achieve the Southwest Airlines Professional Communications Certification showcase a deep understanding of professional communication, encompassing skills such as presentation strategies, speaking techniques, various writing forms, and more. The value of professional communication in any sector enhances an individual's leadership capabilities, fostering maturity that can benefit any company, business, or organization regardless of its industry focus.

As a commodity group leader, I commend Southwest Airlines for introducing a certification aligned with present workforce requirements. This certification guarantees that new employees entering our sector possess comprehensive knowledge and skills in different communication forms. It also assures me that they are ready to apply effective practices that foster clear connections with others. This certification enables future employers to recognize competent candidates and provides assurance that they are selecting the right individuals for their operations.

Individuals across Arizona need and want a strong grasp on a variety of communication forms and this industry certification will allow them to prove their knowledge and skills. I urge you to add the Southwest Airlines Professional Communications Certification to secure a workforce that is prepared to fill the roles in a variety of industries.

Sincerely,

Jadee Rohner  
Executive Director

April 16, 2024

To Whom It May Concern,

My name is Paula Nienhueser, my husband and I own Guardian Insurance Group-Nienhueser Agency, which is an independent insurance agency located in Camdenton, MO. We offer policies that are created by research of properties, prospect interviews and written/email estimates. What sets us apart from other insurance companies is that we offer several different carriers in every category. We pride ourselves on communicating with our clients as often as possible. The way we communicate with our clients is so important in creating a trusting relationship along with educating them on the coverage they have. We believe that effective and consistent communication will create retention and eliminate confusion of coverages with our clients and prospects.

I believe that it is so important to establish professional communication skills while still in secondary school. Our schools have laxed their expectations, but the student's future employers still need students to learn these skills earlier than when they are interviewed for a position. This type of certification would jump start the job search by far!

Whether an individual is connecting with potential or current clients via email, on the phone, face to face or just talking with co-workers and other professionals, the skills assessed in the Southwest Airlines Professional Communications Certification will positively impact their daily lives. I personally hope to see this certification used throughout the state of Missouri. I just wish this were available to me when I was in school!

Sincerely,

*Paula Nienhueser*



Owner/Insurance Professional

Office: (573) 410-1441      Cell: (573) 525-8808  
Address: 257 N Business Rte 5, Camdenton, MO 65020  
Website: GuardianGroupMO.com

*If my service has impressed you, the best compliment you can give is by recommending Guardian Insurance Group to a friend or family member.*



*"Where WE do the shopping for YOU!"*



**Guardian Group Insurance**  
257 N Business Rte 5, Camdenton, MO 65020  
Phone: (573) 410-1441



# Florida Cattlemen's Association

P.O. Box 421929, Kissimmee, FL 34742  
800 Shakerag Rd, Kissimmee, FL 34744  
Email: [Info@FloridaCattlemen.org](mailto:Info@FloridaCattlemen.org)

Telephone: (407) 846-6221  
Fax: (407) 933-8209  
Website: [FloridaCattlemen.org](http://FloridaCattlemen.org)

November 6, 2024

To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification. This certification aligns with our mission to equip cattle producers with the skills and resources needed to improve herd management and promote sustainable farming practices. Having a workforce prepared with workplace communication techniques and communication etiquette is crucial for the success of many industries.

Skills such as effective leadership, public speaking techniques, and teamwork are vital for fostering a productive and collaborative work environment in any industry. Preparing individuals with these foundational skills before they enter the workforce ensures they can adapt quickly, communicate effectively, and contribute to the success of their employers from day one.

The Southwest Airlines Professional Communications Certification addresses the challenge of finding qualified employees by equipping candidates with key professional communication skills, making it easier for employers to identify and hire skilled talent. This certification fills labor market gaps and ensures individuals are well-prepared for career success.

Sincerely,

Jim Handley  
Executive Vice President  
Florida Cattlemen's Association

**President**  
Pat Durden, Havana

**President-Elect**  
Dale Carlton, Wauchula

**1st Vice President**  
Rick Moyer, Williston

**2nd Vice President**  
John Williamson, Okeechobee

**Treasurer**  
Steve "Beaver" Yoder, Altha

**Secretary**  
George Kempfer, Deer Park

**Executive Vice President**  
Jim Handley, Kissimmee

July 16, 2019

To Whom It May Concern:

I am the head of Stores and Operations for Sally Beauty, a division of Sally Beauty Holdings, based in Denton Texas. In my role one of my responsibilities is the training and development of Store Associates and the Leadership Teams who support them. Our goal is simple, to engage our customers and to surprise and delight them by solving their beauty needs.

I am writing to share my support of the Southwest Airlines Professional Communications Certification. This certification provides meaningful skills necessary to succeed in today's market place and retail environment. The "simple" act of effectively communicating with co-workers and supervisors is critical to one's personal development. This is the primary method to receive feedback and to ultimately become more effective in one's role. It is this personal growth and learning which translates into delivering an exceptional customer experience. When your customers are happy and satisfied your business thrives.

Soft skills such as communication cannot be overlooked by employers. One can make a case that they are the cornerstone of a successful, growing, and profitable organization. Your teaching and educational approach is preparing tomorrows leaders to excel in multiple roles, responsibilities, and industries.

I thank Southwest Airlines for this needed certification.

John Goss

Group Vice President Store Operations  
Sally Beauty Holdings



# INSTITUTE OF APPLIED AGRICULTURE

3300 Symons Hall, Building 076  
College Park, Maryland 20742-2525  
301.405.4685 TEL 301.314.9343 FAX  
<http://iaa.umd.edu>

February 19, 2025

To Whom It May Concern,

As a Lecturer and Advisor at the Institute of Applied Agriculture (IAA) at the University of Maryland, I am writing to express my strong support for the approval of the Southwest Airlines Professional Communications Certification in the state of Maryland. This certification is instrumental in equipping individuals with the essential soft skills necessary to excel in diverse professional environments.

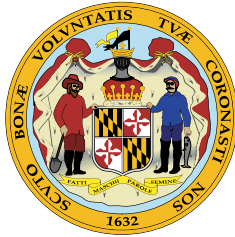
At the IAA, our mission is to provide quality education for future leaders and entrepreneurs in agriculture, turfgrass, horticulture, and natural resource enterprises. A critical component of this mission involves ensuring our graduates possess a comprehensive understanding of effective communication, critical thinking, and collaboration—skills that are indispensable across all industries and professional roles.

The Southwest Airlines Professional Communications Certification validates foundational competencies in areas such as written and verbal communication, time management, listening skills, and managing diversity within a work environment. This certification not only enhances the qualifications of entry-level professionals but also provides employers with a reliable benchmark for identifying candidates who are well-prepared to contribute effectively in the workplace.

In conclusion, approving the Southwest Airlines Professional Communications Certification in Maryland would significantly benefit both aspiring professionals and employers across various sectors. It would elevate the standard of soft skills among entry-level professionals and support the development of a more competent and adaptable workforce throughout the state.

Sincerely,

Dane Grossnickle  
Lecturer & Advisor  
Institute of Applied Agriculture  
University of Maryland, College of Agriculture & Natural Resources



February 21, 2025

To Whom It May Concern,

I am pleased to write this letter in support of the Southwest Airlines Professional Communications Certification. As the Chief of Staff for the Maryland General Assembly, I have worked with professionals across industries and understand what employers seek in candidates. Strong communication skills are essential for workplace success, and individuals who demonstrate proficiency in this area stand out in today's job market.

Employers value candidates who can communicate effectively, collaborate professionally, and adapt to various work environments. Hiring individuals with proven communication skills improves efficiency, reduces misunderstandings, and fosters a more productive workplace. The Southwest Airlines Professional Communications Certification signals that a candidate has invested time in developing essential professional skills, making them more prepared and capable contributors.

The Southwest Airlines Professional Communications Certification benefits the Maryland General Assembly by helping us identify high-quality candidates who are ready to excel in professional settings. I strongly support its recognition as a valuable credential for individuals seeking career advancement and for employers looking for well-prepared professionals.

Sincerely,

A handwritten signature in black ink, reading "Jacob Abuelhawa".

Jacob Abuelhawa  
Chief of Staff



511 Executive Center • El Paso, TX 79902  
Tel: (915) 771-0393 • Fax: (915) 771-0397  
Toll Free: (800) 598-1647

February 18, 2025

To Whom It May Concern,

I am writing this letter in support of the Southwest Airlines Professional Communications Certification and its approval in the state of Texas. As the CEO of T&T Staff Management, I understand the critical role that professional communication plays in building a skilled and effective workforce.

This certification aligns with our mission to equip individuals with the workplace communication skills necessary for success in today's job market. Strong communication, leadership, public speaking, and teamwork skills are essential for fostering a productive and collaborative work environment across industries. Ensuring that individuals are prepared with these foundational skills before entering the workforce allows them to adapt quickly, communicate effectively, and contribute to their employers' success from day one.

The Southwest Airlines Professional Communications Certification helps address the challenge of finding qualified employees by equipping candidates with key professional communication skills, making it easier for employers to identify and hire skilled talent. By bridging labor market gaps, this certification ensures that individuals in Texas are well-prepared for career success.

I strongly encourage the approval of this certification in the state of Texas and believe it will benefit both employers and job seekers alike.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Thad Steele', is written over a light blue horizontal line.

Thad Steele

CEO, T&T Staff Management

# DAVIS

March 3, 2025

To Whom It May Concern,

The ability to communicate effectively and professionally is essential to Texas' business and service industries. Strong communication skills enhance productivity, improve customer relationships, and support effective teamwork, which are all key to a successful and sustainable workforce. The Southwest Airlines Professional Communications Certification equips individuals with these critical skills, and I strongly support its approval in Texas.

At Texas Tech University's Gordon W. Davis College of Agricultural Sciences & Natural Resources, we understand the importance of industry-recognized certifications in preparing individuals for career success. Those who earn the Southwest Airlines Professional Communications Certification have demonstrated a strong understanding of verbal and written communication, conflict resolution, and customer service—all skills that are highly sought after by employers. I would certainly consider a certified candidate over one without this credential, as professionals with this expertise bring substantial value to any organization, enhancing both internal and external communications.

Texas is home to numerous businesses and industries that rely on effective communication. Approving the Southwest Airlines Professional Communications Certification will help ensure a pipeline of well-prepared professionals who are equipped to meet the evolving demands of the workforce, contributing to the continued growth and success of Texas' businesses.

I fully support the inclusion of this certification in Texas' approved programs and encourage its recognition as a valuable industry credential.

Sincerely,



Clint Krehbiel  
Dean

BOX 42123 • LUBBOCK, TEXAS 79409-2123 • 806.742.2808 • DAVISCOLLEGE.TTU.EDU



TEXAS TECH™



March 4, 2025

To Whom It May Concern,

As the owner of Pineywoods Pie Co. in Hemphill, Texas, I fully support the approval of the Southwest Airlines Professional Communications Certification in Texas. Strong communication skills are essential in any workplace, but especially in a customer-facing business like mine. Whether it is taking custom cake orders, coordinating with team members, or ensuring accuracy in daily operations, clear and professional communication is key to providing excellent service and maintaining efficiency. The Southwest Airlines certification would equip individuals with the skills needed to communicate effectively in a professional setting, benefiting both employees and the businesses they work for.

Clear communication is essential in my industry to ensure orders are accurately conveyed and fulfilled. Misunderstandings—such as incorrect cake designs or miscommunicated orders—can lead to lost revenue and dissatisfied customers. The Southwest Airlines Professional Communications Certification would help individuals develop these critical skills, reducing errors and improving workplace success. A certification like this would give candidates a strong foundation, making it easier for businesses like mine to confidently hire and train them. In fact, I am willing to offer a higher starting wage to employees who hold this certification and will prioritize certified candidates for interviews.

As a Hemphill native, I want to see my alma mater produce individuals who are prepared to contribute to our local economy. When employees enter the workforce with strong communication skills, they become more confident, dependable, and effective in their roles. The Southwest Airlines Professional Communications Certification would be an invaluable resource in preparing individuals for success, and I strongly urge its approval in Texas.

Sincerely,

Kelsey Powell  
Owner, Pineywoods Pie Co.  
Hemphill, TX



March 5, 2025

To Whom It May Concern,

As the Chief Dam Safety Engineer for the Sabine River Authority of Texas, I am pleased to express my full support for the Southwest Airlines Professional Communications Certification. Our organization is dedicated to ensuring the safe management and operation of water resources and infrastructure, requiring effective communication among various departments and external partners. The skills acquired through this certification, including effective verbal and written communication, team collaboration, and customer service, align with our need for skilled professionals who can communicate clearly and efficiently across all levels of our operations.

The Southwest Airlines Professional Communications Certification is crucial in preparing individuals with the communication expertise needed to excel in professional environments. This certification adds significant value to potential employees, and as a result, I am committed to offering competitive compensation to certified individuals. I will prioritize certified candidates in our hiring process and offer interviews to those who have earned this credential, recognizing the expertise they bring to our team. Certified employees possess effective communication skills that foster collaboration, enhance organizational efficiency, and improve our ability to deliver quality services.

By approving the Southwest Airlines Professional Communications Certification in Texas, we can better prepare the next generation of communication professionals while strengthening organizations like ours that rely on effective communication to ensure smooth operations and successful project outcomes. Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads 'Andrew Balingit'.

Andrew Balingit  
Chief Dam Safety Engineer  
Sabine River Authority of Texas



March 5, 2025

Mike Morath  
Commissioner of Education  
Texas Education Agency  
ATTN: Industry-Based Certification  
1701 N. Congress Avenue  
Austin, Texas, 78701

Dear Commissioner:

A student's ability to express themselves in the spoken and written word are traits which can set benchmarks for career success. I am writing in support of the Professional Communications Certification being recognized by a proven leader in business and effective communication - Southwest Airlines.

As Executive Director of the Texas FFA Foundation for the past 25-years, it has been rewarding to watch students who can open and walk through doors of opportunity because of effective communication skills. The importance of understanding the styles, techniques and methods of communication will ensure students will carry a valuable skill set into a spectrum of career opportunities.

The Southwest Airlines Professional Communications Certification would be a value add to an already proven educational strategy – our Texas workforce wins. I trust state and local school administrations will embrace the value of a certification endorsed by a proven business leader like Southwest Airlines.

Respectfully,

A handwritten signature in blue ink, reading "Aaron Alejandro". The signature is stylized with a large, sweeping "A" and a long, horizontal flourish at the end.

Aaron Alejandro  
Executive Director



The American Association for Laboratory Accreditation

Madeline Subasic

HR Manager

[\(301\) 644-3248](tel:(301)644-3248)

5202 Presidents Ct Suite 220, Frederick, MD 21703

March 4, 2025

To Whom It May Concern:

I am writing in wholehearted support of the Southwest Airlines Professional Communications Certification, and in its implementation into high schools across Maryland. Currently serving as the A2LA, (The American Association for Laboratory Accreditation), HR manager allows me to see a diverse range of potential candidates, all of whom need to be accomplished in the area of communication. Communication is the backbone of any individual who works in HR. It allows for the workplace to be a conducive environment that is able to deliver and take appropriate constructive feedback. A company, or an employee within a company, with a lack of communication skills can have catastrophic results ranging from workplace conflicts, to decreased productivity, poor decision making, low company morale, lack of clear direction and even customer satisfaction issues. Strong communication is essential for a thriving, well-organized, and successful organization.

Communication is a fundamental skill in every career. By certifying high school students in communication, they are better equipped to succeed in the workplace, where clear, effective communication is essential for collaboration, problem-solving, and leadership thus making my job much easier. The more candidates we have that are already certified in these skills, the easier it is to focus on training content and specializations within the company. The Southwest Airlines Professional Communications Certification is extremely meaningful to A2LA to ensure that our future is equipped with the soft skills they need to be successful. Thank you for your time, and I hope you choose to support our future workforce.

Sincerely,

Madeline Subasic

The American Association for Laboratory Accreditation

HR Supervisor

Gary McGraw  
Edgewood Branch & Teen Initiatives Manager  
Boys & Girls Club of Harford & Cecil Counties  
E: gmcgraw@bgcharfordcecil.org

Subject: Letter of Support for Southwest Airlines Professional Communications Certification

To whom it may concern,

I am writing to express my support for the approval of the Southwest Airlines Professional Communications Certification as an industry-recognized credential in Maryland. As the Edgewood Branch & Teen Initiatives Manager at the Boys & Girls Club of Harford & Cecil Counties, I am deeply committed to preparing youth for successful careers through workforce readiness programs.

Strong communication skills are essential in today's workforce, and the competencies covered by this certification such as active listening, verbal and written communication, conflict resolution, teamwork, and customer service are directly aligned with the skills that employers seek in job candidates. These abilities are crucial not only for workplace success but also for professional growth and leadership development.

In our work with young people, we have seen firsthand how training in these areas improves confidence, employability, and career advancement opportunities. By recognizing the Southwest Airlines Professional Communications Certification as an approved credential, Maryland can further support students in gaining meaningful, transferable skills that will benefit both them and future employers.

I fully support this certification and believe it will add great value to workforce development efforts in our region. Please feel free to reach out if any additional information is needed.

Sincerely,  
Gary McGraw  
Edgewood Branch & Teen Initiatives Manager  
Boys & Girls Club of Harford & Cecil Counties



4065 Florals and Events

301-992-1377

Contact@4065floralsandevents.com

February 27, 2025

To Whom It May Concern:

I am writing this letter to enthusiastically support the Southwest Airlines Professional Communications Certification. I created 4065 Florals and Events because of my passion for the floral design that was sparked by one of my high school agriculture educators. Now, as a business owner, one of the keys to running a successful business, as well as hiring an exemplary employee, is communication.

Employers in the floral design industry need employees with strong communication skills to ensure smooth interactions with customers, suppliers, and team members. Effective communication is crucial when working directly with clients to understand their vision for floral arrangements and to offer expert advice on design options. It also helps in managing logistics with suppliers, ensuring timely delivery of flowers and materials. Additionally, within the workplace, clear communication fosters collaboration among designers, improves workflow, and reduces the chances of errors. Whether it's discussing customer preferences, coordinating with vendors, or working in a team, communication skills are essential for delivering exceptional service and maintaining a positive business reputation.

It is important for employees to be certified in soft skills because these skills are critical to enhancing workplace dynamics, productivity, and overall success. Soft skills such as communication, teamwork, problem-solving, and emotional intelligence are vital for creating a positive work environment and fostering strong relationships with colleagues, clients, and supervisors. Certification in soft skills demonstrates a commitment to personal and professional growth, ensuring that employees are not only technically competent but also capable of navigating interpersonal challenges effectively. In an increasingly competitive job market, having soft skills certification can set employees apart, making them more adaptable, reliable, and valuable assets to their organizations. Additionally, employees with strong soft skills are often better at managing stress, conflict resolution, and customer service, which contributes to higher job satisfaction and a more cohesive workplace culture.

As an employer myself, I look for soft skills when interviewing, hiring, and promoting employees. The Southwest Airlines Professional Communications Certification benefits 4065 Florals and Events in ensuring that potential job candidates are well versed in this vitally important soft skill. Thank you for your time and attention to this very important matter.

Sincerely,

A handwritten signature in black ink, reading "Kayla Crigger". The script is cursive and fluid, with the first name "Kayla" on the top line and the last name "Crigger" on the bottom line.

Kayla Crigger

Owner and Operator of 4065 Florals and Events



DRB Homes  
10313 Arnett Drive, Suite 101, Hagerstown MD 21740  
240.420.6046  
meganbrown@drbgroup.com

February 28, 2025

To Whom It May Concern:

I am writing this letter in support of the Southwest Airlines Professional Communications Certification. I have been employed at DRB Homes since 2020, with my current role as the Design Center as a Consultant, where communication is key to a successful customer experience. Communication and soft skills are essential for a home design studio consultant because they directly impact the consultant's ability to understand clients' needs, provide tailored solutions, and foster positive relationships throughout the design process. Effective communication allows consultants to listen actively to clients' ideas, preferences, and concerns, ensuring that the final design reflects the client's vision. Additionally, these skills help consultants navigate different personalities, manage expectations, and offer creative solutions to design challenges. Communication is also crucial when working with a team, coordinating with contractors, or dealing with unexpected issues. A consultant who communicates well and demonstrates emotional intelligence can create a seamless, enjoyable experience for clients, ensuring that projects are completed to satisfaction and fostering long-term business relationships. Certification in soft skills shows a commitment to both personal and professional growth, ensuring that home design consultants and staff are not only skilled in design techniques but also adept at managing relationships and expectations. In an increasingly competitive market, employees with soft skills certification stand out, and are likely to be hired by DRB Homes. These employees have more longevity in our workforce and are more likely to be promoted throughout their time with our company. The Southwest Airlines Professional Communications Certification benefits DRB Homes in ensuring that potential job candidates are well versed in this vitally important soft skill. Without certifications like this one, we are not properly preparing our future workforce to the fullest extent.

Sincerely,  
*Megan J. Brown*  
Megan J. Brown  
DRB Homes  
Design Studio Consultant



Horizon Farm Credit  
Ellie Grossnickle  
(410) 838-5584 [egrossnickle@horizonfc.com](mailto:egrossnickle@horizonfc.com)  
1614 E. Churchville Rd., Suite 102. Bel Air, MD 21015

March 4, 2025

To Whom It May Concern:

I am writing to support a multitude of exemplary certifications including; the Southwest Airlines Professional Communications Certification, the Ducks Unlimited Ecology and Management Certification, NCLCA Principles of Livestock Selection and Evaluation Certification, NHJCTA Equine Management and Evaluation Certification and the SFMA Turfgrass Science Certification. Farm Credit is a network of cooperative lending institutions that provides financial services to farmers, ranchers, and rural communities. Its purpose is to support the agricultural industry by offering loans, credit, and other financial products to help farmers and rural businesses thrive. This includes financing for land, equipment, livestock, and working capital, as well as services like insurance and risk management.

Farm Credit's mission is to ensure that farmers and rural communities have access to reliable, affordable financial resources, especially in times of economic uncertainty. It plays a crucial role in sustaining the agricultural sector, which is vital for the economy and food production. The system is designed to support long-term growth and stability in agriculture, enabling farmers to operate efficiently and meet the demand for food and other agricultural products. These specified certifications would assist farmers, prospective Horizon Farm Credit employees, and all future job candidates in the agriculture industry.

A combination of soft skills and agriculture knowledge is crucial for a successful career in this vital industry. These skills will allow candidates to have exemplary teamwork and leadership skills, adaptability, and innovation throughout their careers. Knowledge demonstrated in these certifications provides the technical expertise required to succeed in the industry, while soft skills demonstrated in the Southwest Communications certification ensure that individuals can work well with others, adapt to change, and navigate the challenges that arise in this dynamic and evolving field. Combining both is essential for building a successful and sustainable career in agriculture.

Sincerely,

A handwritten signature in black ink, appearing to read "Ellie Grossnickle".

Ellie Grossnickle  
YBS Relationship Manager Horizon Farm Credit



**QUEEN ANNE'S COUNTY  
PUBLIC SCHOOLS**  
*Where Our Future Begins*

March 6, 2025

Dear MSDE and CTE Committee,

Queen Anne's County Public Schools (QACPS) strongly supports the approval of the Southwest Airlines Communication Certification, a valuable credential that enhances workforce development and apprenticeship readiness.

This certification addresses the critical need for strong communication skills in today's job market. Developed with Southwest Airlines' renowned customer service and communication expertise, it provides students with an industry-recognized credential that strengthens their employability and supports economic growth on the Eastern Shore.

State approval would significantly enhance our CTE programs, particularly in expanding apprenticeship opportunities. Employers consistently report challenges in finding entry-level candidates with effective communication skills—an essential component for successful apprenticeships. This certification provides a tangible measure of competency, making graduates more competitive for both direct employment and apprenticeship placements.

Local employers on the Eastern Shore face difficulties in hiring individuals who can communicate effectively with customers, clients, and colleagues. This certification directly addresses this gap by validating workplace communication and customer service proficiency, key factors for both career success and apprenticeship completion.

Employers recognize this certification as a demonstration of professionalism and commitment to skill development. While guaranteed interviews or preferential hiring may not always be possible, this credential would serve as a valuable asset in the hiring process, particularly for apprenticeship candidates.

QACPS is committed to actively promoting this certification to CTE students, as it aligns directly with workforce needs and strengthens the local talent pipeline.

We encourage the MSDE and CTE Committee to approve the Southwest Airlines Communication Certification. This credential equips students with industry-validated communication skills, enhances workforce readiness, and expands apprenticeship opportunities—benefiting both Queen Anne's County and Maryland's Eastern Shore.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Adam Tolley', is written over a blue wavy line.

Adam Tolley  
CTE Supervisor  
QACPS



March 10, 2025

To Whom It May Concern,

I am pleased to offer my strong support for the Southwest Airlines Professional Communications Certification. As a director of an institution that emphasizes both technical expertise and effective communication, I recognize how crucial strong communication skills are in today's fast-paced professional world. This certification plays a vital role in preparing individuals to navigate the challenges of communication in diverse workplace settings, equipping them with the tools to communicate clearly, build relationships, and contribute to overall team success.

At the Benz School of Floral Design, we understand that while technical knowledge in design and horticulture is essential, the ability to communicate effectively with clients, colleagues, and partners is equally important. The Southwest Airlines Professional Communications Certification offers individuals the foundational skills to engage in meaningful, professional communication, from writing clear emails to participating in successful meetings and presentations. These skills are key for fostering collaboration, ensuring customer satisfaction, and advancing in any career.

We support the approval of this certification, as it meets the growing demand for professionals who can effectively manage communication in dynamic and team-oriented environments. The knowledge gained from this certification will benefit individuals throughout their careers, enhancing their ability to work and thrive in a variety of professional contexts.

Thank you for your consideration of this valuable certification. We look forward to the positive impact it will have on individuals and industries alike.

Sincerely,

A handwritten signature in dark ink, appearing to read "G. Alan Masters". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

G. Alan Masters

Director, Benz School of Floral Design



March 11, 2025

To Whom It May Concern:

The Equipment & Engine Training Council (EETC) is a non-profit organization dedicated to addressing the shortage of qualified technicians in the outdoor power equipment industry. With a rich history dating back to 1960, EETC has continually expanded its efforts to provide education, certification, and accreditation, thereby enhancing skills and increasing opportunities within the industry.

While technical expertise is vital, we also recognize the growing importance of professional communication skills across all industries. The Southwest Airlines Professional Communications Certification equips individuals with essential skills in clear communication, teamwork, conflict resolution, and effective customer interaction. These abilities are crucial for fostering productive work environments, improving customer satisfaction, and ensuring smooth operations in any organization. Employees who have earned this certification are better equipped to engage in meaningful, constructive communication, which directly contributes to both individual and organizational success.

For these reasons, we strongly support the approval of the Southwest Airlines Professional Communications Certification. Strengthening professional communication skills across industries will benefit businesses, employees, and the broader economy by improving workplace dynamics and enhancing overall operational efficiency.

Sincerely,

*Gabe Carson*

Gabe Carson

Instructional Designer

Equipment & Engine Training Council



March 13, 2025

To Whom It May Concern,

The Sports Field Management Association (SFMA) is dedicated to advancing the field of sports field management through education, research, and professional development. A critical aspect of career readiness in the sports field management and turf industries is effective communication, both in the workplace and with external stakeholders. This is why we strongly support the Southwest Airlines Professional Communications Certification. This certification equips individuals with essential skills in verbal and written communication, active listening, conflict resolution, and professional etiquette, preparing them for successful careers in sports field management, landscape maintenance, and related fields.

Strong communication skills are vital in sports field management, where collaboration with teams, vendors, and facility staff is crucial to the success of field operations. Professionals who excel in communication can navigate complex situations, resolve conflicts, and ensure clear understanding among stakeholders. Certifications like the Southwest Airlines Professional Communications Certification help ensure individuals are up to date with industry standards and best practices, ultimately contributing to improved teamwork and operational efficiency.

SFMA recognizes the importance of certifications in preparing individuals for successful careers in sports field management, and we fully support the approval of this certification. By equipping professionals with the communication skills necessary to excel in their roles and engage effectively with others, this certification strengthens the industry and supports the long-term success of sports field professionals.

Sincerely,

Jennifer McLendon, M.Ed. Education Manager



We create chemistry

March 19, 2025

To Whom It May Concern,

I am writing to express my strong support for the Southwest Airlines Professional Communications Certification. Certifications are invaluable in ensuring individuals stay up to date with the latest industry standards and practices. As the workplace continues to evolve, it is crucial for professionals to remain informed about effective communication strategies and techniques. This certification plays a critical role in ensuring individuals are well-prepared to navigate communication challenges in today's fast-paced business environment.

BASF is committed to advancing innovation and sustainability across various sectors, and we recognize the importance of skilled professionals who possess strong communication abilities. In today's collaborative and customer-focused workplace, effective communication is essential for building relationships, managing teams, and delivering superior service. The Southwest Airlines Professional Communications Certification equips individuals with the foundational knowledge necessary to communicate clearly, collaborate effectively, and enhance overall organizational efficiency.

As a company that prioritizes the development of talent and the enhancement of interpersonal skills, we fully support the approval of this certification. The skills and knowledge gained through this certification will contribute to the professional growth of individuals and the continued success of industries that depend on strong communication.

Thank you for your consideration of this valuable certification. We look forward to its approval and the positive impact it will have on professionals and businesses alike.

Sincerely,

A handwritten signature in black ink, appearing to read "Brittany Lloyd", with a long horizontal line extending to the right.

Brittany Lloyd  
Global Head of Seeds Quality  
BASF Corporation

*Hashtag*  
#PlantScienceCertificate

*Instagram*  
@basf\_agproducts

*Twitter*  
@BASFagro

*Facebook & LinkedIn*  
BASF Agricultural Solutions

David Basinger, Chairman  
Scott Buckles, Vice Chairman  
Joe Freeman, Member  
José O. Dodier, Jr., Member



Barry Mahler, Member  
Tina Y. Buford, Member

Rex Isom, Executive Director

**TEXAS STATE SOIL AND WATER CONSERVATION BOARD**  
*Protecting and Enhancing Natural Resources for Tomorrow*

March 20, 2025

To Whom It May Concern:

My name is Molly Christensen, Communications & Outreach Coordinator for the Texas State Soil and Water Conservation Board (TSSWCB), and I am writing to express our strong support for the Southwest Airlines Professional Communications Certification in Texas.

As an agency dedicated to working with local soil and water conservation districts to protect Texas' natural resources, we recognize that effective communication is essential to the success of conservation efforts. The Southwest Airlines Professional Communications Certification provides students with critical skills in verbal, nonverbal, written, and digital communication—skills that are vital for professionals in any industry, including conservation and natural resource management.

Our agency relies on professionals who can clearly and effectively communicate with landowners, government agencies, and stakeholders to implement conservation programs, such as the Water Quality Management Plan Program. Strong communication skills ensure that critical conservation information is conveyed accurately, fostering collaboration and successful project implementation. By equipping students with professional communication competencies, this certification will help develop a workforce prepared to engage in meaningful dialogue, problem-solving, and leadership across various industries.

I respectfully request the approval of the Southwest Airlines Professional Communications Certification in Texas to help prepare the next generation of professionals with the communication skills necessary to support conservation initiatives and beyond.

Sincerely,

Molly Christensen  
Communications & Outreach Coordinator  
Texas State Soil and Water Conservation Board



March 19, 2025

To Whom It May Concern:

Education and experience are two of the most important tools in today's world. The earlier a person can decide on their areas of interest for a career, the better chance they have of achieving success.

Collaborative Advisors, LLC, a Maryland-based company, advises businesses in various sectors that require employees to have certifications in professional communications. The Southwest Airlines Professional Communications Certification validates the knowledge and skills necessary to communicate effectively, think critically, and work collaboratively with others. Those who earn this certification develop strong interpersonal and customer service skills, making them more qualified and prepared to enter any work environment, regardless of industry.

Certifications provide individuals with a way to enhance their communication skills and gain an edge in the job market. We believe those who earn this certification will have a solid foundation to build upon in college or apply directly in the workforce.

We also believe it is part of our mission to support and provide opportunities to the emerging workforce and future leaders of our country. The opportunity to develop certifications that verify vital employability skills contributes to that goal, and we are proud to be involved and supportive in this effort.

This certification process can open up a wide range of career options and, in turn, have a direct effect to help Maryland's businesses and economy prosper.

Sincerely,

A handwritten signature in blue ink, appearing to read "J.P. Fingado", is written over a light blue circular background.

J.P. Fingado  
Chairman and CEO  
Collaborative Advisors, LLC  
Severna Park, MD 21146

March 26, 2025

To Whom It May Concern,

As Manager of National Programs at Ducks Unlimited, I am pleased to express our support for the Southwest Airlines Professional Communications Certification. This certification equips individuals with essential communication skills, including effective verbal and written communication, active listening, and teamwork—critical competencies for success in any industry. Strong communication skills are fundamental to professional growth, collaboration, and leadership, all of which are necessary for achieving long-term success in efforts.

The Southwest Airlines Professional Communications Certification ensures individuals stay up to date with industry standards, providing them with the tools to navigate professional environments with confidence and efficiency. By fostering strong communication abilities, this certification helps individuals excel in their careers and contribute effectively to their organizations, whether in the corporate world, nonprofit sector, or conservation initiatives.

At Ducks Unlimited, we recognize the importance of certifications in developing a skilled and adaptable workforce. We strongly promote Southwest Airlines Professional Communications Certification, as it plays a crucial role in strengthening career readiness and ensuring individuals are well-prepared to meet the evolving demands of the modern workplace.

Sincerely,



Mark Horobetz

Manager of National R3 Programs

Ducks Unlimited

# FELTS INSURANCE AGENCY LLC

P.O. Box 809  
111 Market St.  
Hemphill, TX 75948  
800-473-0705 / 409-787-2331  
Fax 409-787-3087

March 26, 2025

To Whom It May Concern,

As a Farmers Insurance Agent at Felts Insurance Agency in Hemphill, Texas, I strongly support the approval of the Southwest Airlines Professional Communications Certification in Texas. In any industry, the ability to communicate clearly, professionally, and effectively is essential for success. With over ten years of experience in the industry, I know firsthand how strong communication skills can make a difference in building relationships, earning trust, and ensuring clients fully understand their options. However, finding entry-level employees who possess these critical skills can be challenging, making the Southwest Airlines Certification invaluable in preparing individuals for the workforce.

At Felts Insurance Agency, we work with clients from all walks of life, helping them make informed financial and insurance decisions. Whether speaking with customers, writing professional emails, or presenting information clearly, effective communication is at the heart of what we do. Individuals who earn this certification will be better prepared to handle real-world professional interactions, demonstrate confidence in their communication, and contribute positively to any work environment.

Because strong communicators bring immense value to a team, I am willing to offer interviews to certified individuals and provide higher pay to those who have earned this certification. Approving the Southwest Airlines Professional Communications Certification in Texas will help develop a workforce that is confident, articulate, and ready to succeed in a variety of careers.

Sincerely,

A handwritten signature in black ink that reads "Rebecca Felts". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Rebecca Felts

Felts Insurance Agency LLC



Nauti Donuts  
2133 Asbury Ave  
Ocean City, NJ 08226  
609-938-2253

March 29, 2025

To Whom It May Concern:

Nauti Donuts is a quick-service restaurant located in Ocean City, NJ featuring custom made-to-order donuts and coffee. I am the owner and operator of this seasonal business. I established Nauti Donuts in 2018 with the goal of creating a clean, family-friendly space with consistently delicious food and beverage and excellent customer service.

Finding staff to help me achieve these goals is a significant challenge every year. I have approximately 25 employees, most of whom are students. I typically experience about a 33% turnover in staff every year, as many of my college employees move on to internships to help further their career aspirations. A considerable effort must be made at the beginning of each season to interview, hire and train new staff.

While interviewing candidates, I prioritize availability, communication skills, attention to detail and work ethic. Despite my best efforts when hiring, one of the most common issues I experience while training a new member of the staff is their inability to effectively communicate with customers and coworkers.

I want my cashier to warmly greet our guests with strong eye contact and a smile. When a customer's order is not clear, I need the cashier to ask them to clarify their order, not just guess what they meant! I want my staff to be cognizant of all guests in the store so that they can identify when someone may require assistance. I want them to be able to clearly and enthusiastically explain our operation and menu offerings to first-time patrons. While dressing and topping donuts, I need them to be able to effectively communicate with their coworkers so that an order is not missed or accidentally prepared twice.

For these reasons, I am writing this letter in support of the Southwest Airlines Professional Communications Certification. I believe this program will better prepare young workers for the workplace. The interpersonal and customer service skills that this certification provides are integral to an employee's success anywhere, but especially in the hospitality industry. New Jersey state approval for this certification would benefit not just my own business, but countless others. I wish all my employees had this certification, and I would give preference to a candidate that had this training over one that did not. Please strongly consider the Southwest Airlines Professional Communications Certification for state approval.

Sincerely,

Christopher O'Hara  
Owner / Operator  
chris@nautidonuts.com



March 31, 2025

To Whom It May Concern,

I am writing on behalf of Express Employment Professionals to express our full support for the Southwest Airlines Professional Communications Certification. As the Vice President of Marketing and Communications, I understand the importance of certifications that equip individuals with essential communication skills necessary to succeed in the professional world, and this certification is crucial for those pursuing careers in customer service, management, and business communications.

The knowledge gained through this certification equips individuals with key skills in effective communication, including verbal and non-verbal communication, active listening, and conflict resolution. These skills are vital for ensuring clear and efficient interactions in the workplace, especially in industries where customer service and teamwork are essential to business success.

At Express Employment Professionals, we regularly place candidates in roles that require strong communication abilities. We believe that the Southwest Airlines Professional Communications Certification will prepare individuals to excel in a variety of professional environments by ensuring that they are equipped with the communication tools needed to foster positive relationships and achieve business objectives.

We fully support the approval of this certification, recognizing its value in enhancing communication skills that contribute to the overall success of businesses and organizations. This certification will help strengthen the workforce by providing individuals with the knowledge necessary to communicate effectively in a professional setting.

Thank you for your time and consideration of this important certification.

Sincerely,

A handwritten signature in black ink, appearing to read "Rachel Rudisill".

Rachel Rudisill  
Vice President of Marketing and Communications  
Express Employment Professionals



## American Meat Science Association

March 13, 2025

To Whom It May Concern:

The American Meat Science Association (AMSA) is dedicated to fostering excellence in meat science through education, research, and professional development. A critical aspect of career readiness in the meat and food production industries is equipping individuals with the communication skills necessary to succeed in the workplace. This is why we strongly support the Southwest Airlines Professional Communications Certification. This certification provides individuals with essential knowledge in effective communication, including interpersonal, written, and presentation skills, which are vital for professional success.

Strong communication is crucial in today's workforce, especially in industries such as meat science, where collaboration across various teams and departments is essential for operational success. The skills validated by this certification ensure that individuals are well-prepared to engage in clear and effective communication, whether with colleagues, supervisors, or customers. Certifications like this one help individuals stay up to date on industry standards and best practices, ultimately improving workforce efficiency and enhancing the success of the businesses they serve.

AMSA recognizes the value of certifications in preparing individuals for successful careers in meat science and related fields, and we support the approval of this certification. By equipping professionals with the communication skills necessary to excel in the workplace, this certification plays a vital role in workforce development and the continued success of the meat science and food production industries.

Sincerely,

Deidrea Mabry, COO  
American Meat Science Association



March 12, 2025

To Whom It May Concern,

On behalf of Elanco, I am pleased to offer my support for the Southwest Airlines Professional Communications Certification. As a company committed to fostering effective communication within our workforce and across industries, we recognize the value of certifications that uphold industry standards and ensure individuals are well-equipped with the skills necessary for success in professional environments.

This certification provides a strong foundation in communication skills, focusing on written, verbal, and non-verbal communication techniques, conflict resolution, and effective teamwork. At Elanco, we understand that clear, concise, and empathetic communication is essential for maintaining efficient business operations, ensuring customer satisfaction, and building strong professional relationships. By certifying individuals in these key communication principles, this certification helps develop professionals who can navigate complex communication scenarios with confidence and effectiveness.

Certifications are essential in maintaining industry standards, ensuring that individuals entering the workforce are knowledgeable about professional communication, collaboration, and conflict management. Supporting this certification helps build a workforce that is skilled, informed, and prepared to meet the communication demands of today's dynamic work environments.

Sincerely,

A handwritten signature in cursive script that reads "John Stewart". The ink is black and the signature is fluid and legible.

John Stewart  
Adviser, State Government and Public Affairs  
Elanco



We create chemistry

April 30, 2025

To Whom It May Concern,

I am writing to express my strong support for the Southwest Airlines Professional Communications Certification. Certifications are invaluable in ensuring individuals stay up to date with the latest industry standards and practices. As the workplace continues to evolve, it is crucial for professionals to remain informed about effective communication strategies and techniques. This certification plays a critical role in ensuring individuals are well-prepared to navigate communication challenges in today's fast-paced business environment.

BASF is committed to advancing innovation and sustainability across various sectors, and we recognize the importance of skilled professionals who possess strong communication abilities. In today's collaborative and customer-focused workplace, effective communication is essential for building relationships, managing teams, and delivering superior service. The Southwest Airlines Professional Communications Certification equips individuals with the foundational knowledge necessary to communicate clearly, collaborate effectively, and enhance overall organizational efficiency.

To reflect our commitment to professional development, we will offer higher starting wages to new employees who hold this certification, and current employees who earn it will be given strong consideration for internal promotions. We believe this certification helps develop critical skills that contribute to both individual and organizational success.

As a company that prioritizes the development of talent and the enhancement of interpersonal skills, we fully support the approval of this certification. The skills and knowledge gained through this certification will contribute to the professional growth of individuals and the continued success of industries that depend on strong communication.

Thank you for your consideration of this valuable certification. We look forward to its approval and the positive impact it will have on professionals and businesses alike.

Sincerely,

A handwritten signature in black ink, appearing to read "Brittany Lloyd", with a long horizontal line extending to the right.

Brittany Lloyd  
Global Head of Seeds Quality  
BASF Corporation

*Hashtag*  
#PlantScienceCertificate

*Instagram*  
@basf\_agproducts

*Twitter*  
@BASFagro

*Facebook & LinkedIn*  
BASF Agricultural Solutions



April 30, 2025

To Whom It May Concern,

The Sports Field Management Association (SFMA) is dedicated to advancing the field of sports field management through education, research, and professional development. A critical aspect of career readiness in the sports field management and turf industries is effective communication, both in the workplace and with external stakeholders. This is why we strongly support the Southwest Airlines Professional Communications Certification. This certification equips individuals with essential skills in verbal and written communication, active listening, conflict resolution, and professional etiquette, preparing them for successful careers in sports field management, landscape maintenance, and related fields.

Strong communication skills are vital in sports field management, where collaboration with teams, vendors, and facility staff is crucial to the success of field operations. Professionals who excel in communication can navigate complex situations, resolve conflicts, and ensure clear understanding among stakeholders. Certifications like the Southwest Airlines Professional Communications Certification help ensure individuals are up to date with industry standards and best practices, ultimately contributing to improved teamwork and operational efficiency.

SFMA recognizes the importance of certifications in preparing individuals for successful careers in sports field management, and we fully support the approval of this certification. In fact, we would consider offering higher starting pay to new employees who hold this certification, as it reflects their preparedness and professionalism. Additionally, employees who earn the certification while working in the industry may be eligible for internal pay raises, acknowledging their commitment to professional growth and enhanced communication capabilities.

By equipping professionals with the communication skills necessary to excel in their roles and engage effectively with others, the Southwest Airlines Professional Communications Certification strengthens the industry and supports the long-term success of sports field professionals.

Sincerely,

Jennifer McLendon, M.Ed. Education Manager

April 30, 2025

To Whom It May Concern,

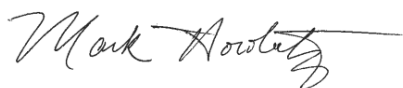
As Manager of National Programs at Ducks Unlimited, I am pleased to express our support for the Southwest Airlines Professional Communications Certification. This certification equips individuals with essential communication skills, including effective verbal and written communication, active listening, and teamwork—critical competencies for success in any industry. Strong communication skills are fundamental to professional growth, collaboration, and leadership, all of which are necessary for achieving long-term success in our efforts.

The Southwest Airlines Professional Communications Certification ensures individuals stay up to date with industry standards, providing them with the tools to navigate professional environments with confidence and efficiency. By fostering strong communication abilities, this certification helps individuals excel in their careers and contribute effectively to their organizations, whether in the corporate world, nonprofit sector, or conservation initiatives.

At Ducks Unlimited, we recognize the importance of certifications in developing a skilled and adaptable workforce. We will offer higher starting wages to new employees who hold this certification, and current employees who earn it will be given strong consideration for internal promotions. This reflects our belief in the value of effective communication and our commitment to supporting professional development.

We strongly promote the Southwest Airlines Professional Communications Certification, as it plays a crucial role in strengthening career readiness and ensuring individuals are well-prepared to meet the evolving demands of the modern workplace.

Sincerely,



Mark Horobetz

Manager of National R3 Programs

Ducks Unlimited



## American Meat Science Association

April 29, 2025

To Whom It May Concern:

The American Meat Science Association (AMSA) is dedicated to fostering excellence in meat science through education, research, and professional development. A critical aspect of career readiness in the meat and food production industries is equipping individuals with the communication skills necessary to succeed in the workplace. This is why we strongly support the Southwest Airlines Professional Communications Certification.

This certification provides individuals with essential knowledge in effective communication, including interpersonal, written, and presentation skills, which are vital for professional success. Strong communication is crucial in today's workforce, especially in industries such as meat science, where collaboration across various teams and departments is essential for operational success. The skills validated by this certification ensure that individuals are well-prepared to engage in clear and effective communication, whether with colleagues, supervisors, or customers.

At AMSA, we recognize the real-world value of this certification. As an organization deeply invested in workforce development, we are committed to supporting individuals who pursue it. We will offer higher starting wages to new employees who hold this certification, and current employees who earn it will be given strong consideration for internal promotions. These steps reflect our belief that strong communication skills are key to leadership potential and overall organizational success.

Certifications like this one help individuals stay up to date on industry standards and best practices, ultimately improving workforce efficiency and enhancing the success of the businesses they serve. AMSA supports the approval of this certification and views it as a vital tool in strengthening both individual career paths and the broader meat science and food production industries.

Sincerely,

Deidrea Mabry, COO

American Meat Science Association



# WELLS HOLLOW LANDSCAPING

April 10, 2025

To Whom It May Concern,

As Co-Owner and Office Manager of Wells Hollow Landscaping, I am pleased to express my strong support for the Southwest Airlines Professional Communications Certification and its approval in the state of Iowa. In our line of work, effective communication is key to building strong relationships with clients, vendors, and our team. This certification provides valuable skills that help individuals navigate professional conversations, manage client expectations, and foster positive interactions in any workplace, including our own.

In the landscaping industry, clear communication is essential, whether we're discussing project timelines, addressing client concerns, or collaborating with our team members on site. We've found that employees who excel in communication are more confident in their roles and better equipped to resolve challenges. The Southwest Airlines Professional Communications Certification prepares individuals to handle these tasks with professionalism, helping them interact more effectively with clients and colleagues alike. It's a skill set that not only benefits the individual but also elevates the overall quality of service we provide to our clients.

At Wells Hollow Landscaping, we understand the importance of professional communication in fostering a successful business environment. That's why we're proud to offer interviews and higher pay to individuals who have earned the Southwest Airlines Professional Communications Certification. It's a valuable certification that supports both personal and professional growth and contributes to a stronger, more efficient workforce.

Sincerely,

Jen Wells

Wells Hollow Landscaping



111-A Fulford Avenue  
Bel Air, MD. 21014  
[www.topnotchflooringamerica.com](http://www.topnotchflooringamerica.com)

April 28, 2025

To Whom It May Concern:

As the Owner of Top Notch Flooring America, I am pleased to offer my support for the approval of the Southwest Airlines Professional Communications Certification in the state of Maryland. At Top Notch Flooring America, delivering outstanding customer service is at the heart of our business. Effective communication, whether it is through client consultations, coordinating project timelines, or working collaboratively within our team, is essential to maintaining the high standards our customers expect.

In today's competitive environment, it is incredibly valuable to find entry-level employees who already possess strong communication abilities. Clear, confident communication builds trust with our clients and enhances teamwork within our organization. Having a workforce skilled in professional communication allows us to provide a better customer experience and creates a more positive, efficient work environment. Certifications like this one help bridge the gap between education and the real-world expectations we have for our team members, and we are always excited to meet individuals who have invested in developing these essential skills.

Because of the value we place on communication skills, I would be willing to offer a certified individual a higher starting wage and guarantee an interview opportunity. Having a credential like the Southwest Airlines Professional Communications Certification gives employers confidence that an individual is prepared to contribute meaningfully from day one. I am excited to see certifications like this one helping to prepare the next generation of professionals to meet real-world demands.

Thank you for considering the Southwest Airlines Professional Communications Certification for approval in Maryland. I fully support its adoption and look forward to seeing the positive impact it will have on our workforce.

Sincerely,

A handwritten signature in black ink, appearing to read 'Joseph Zengel', with a stylized flourish at the end.

Joseph Zengel  
Top Notch Flooring America



May 2, 2025

To Whom It May Concern,

I am writing on behalf of Express Employment Professionals to express our full support for the Southwest Airlines Professional Communications Certification. As the Vice President of Marketing and Communications, I understand the importance of certifications that equip individuals with essential communication skills necessary to succeed in the professional world, and this certification is crucial for those pursuing careers in customer service, management, and business communications.

The knowledge gained through this certification equips individuals with key skills in effective communication, including verbal and non-verbal communication, active listening, and conflict resolution. These skills are vital for ensuring clear and efficient interactions in the workplace, especially in industries where customer service and teamwork are essential to business success.

At Express Employment Professionals, we regularly place candidates in roles that require strong communication abilities. We believe that the Southwest Airlines Professional Communications Certification will prepare individuals to excel in a variety of professional environments by ensuring that they are equipped with the communication tools needed to foster positive relationships and achieve business objectives. In recognition of the value this certification provides, Express Employment Professionals would consider offering higher starting pay to new employees who hold this certification. Additionally, current employees who earn the certification may be eligible for internal pay raises, as it reflects a commitment to professional development and strengthens their contributions in the workplace.

We fully support the approval of this certification, recognizing its value in enhancing communication skills that contribute to the overall success of businesses and organizations. This certification will help strengthen the workforce by providing individuals with the knowledge necessary to communicate effectively in a professional setting.

Thank you for your time and consideration of this important certification.

Sincerely,

A handwritten signature in black ink, appearing to read "Rachel Rudisill".

Rachel Rudisill

Vice President of Marketing and Communications  
Express Employment Professionals



April 14, 2025

To Whom It May Concern:

I am happy to share my support for the Southwest Airlines Professional Communications Certification and its approval in the state of Texas. In any industry, clear, respectful, and effective communication is a skill that can truly set someone apart. This certification develops those essential interpersonal and professional communication skills that are valuable in every role on our team.

It's always exciting to meet individuals who are eager to grow and contribute, and when they come equipped with strong communication skills, they stand out right away. The confidence, professionalism, and clarity taught through this certification can make a meaningful difference in workplace dynamics and customer service. Whether speaking with a longtime customer or collaborating on a team project, those who are trained in professional communication bring a level of polish and connection that elevates the entire work environment.

At First State Bank, we place a high value on team members who demonstrate customer service and communicate well with those who come into the bank. We're proud to offer interviews to individuals who hold this certification and would consider more benefits to those who come to us with such well-rounded preparation. Knowing that someone has already developed these skills through a certification like this gives us confidence that they'll be a strong addition to our team.

Thank you for considering the Southwest Airlines Professional Communications Certification for approval. It's a meaningful step toward equipping Texas' workforce with the tools they need to thrive.

Sincerely,

Sydney McCreary  
First State Bank