

Dear Glenn,

I am writing in response to your request for recommendations to parents of your future student sales force.

In reflecting back to Craig's first mention of going to the book field about three years ago, I was excited about the prospect but a little apprehensive as well. My initial concerns were personal safety issues, not economic fears. Craig has always been an enterprising young man and I knew he could succeed at book sales as well as anything else he set his mind to.

However, that first summer he was also a little apprehensive. When he arrived in Nashville and found no support group at all he decided to come home that summer. He took a job at a car wash and while performing his assigned tasks he fell from a large trash container, was knocked unconscious, and broke his arm. So much for personal safety!

While I was glad to have him home that first summer, I was a little disappointed that things did not work out in Nashville. He didn't give up on the idea though, and I tried to be supportive and encouraged him to try again. By the end of his sophomore year at Milligan, Craig was ready to give it another attempt. And so was I.

I could hear the excitement and enthusiasm in his voice when he called from sales school and talked about what a great learning experience it was. I've had some sales training myself so I could relate to his experiences and I encouraged him to follow through and give the book sales a try.

He had a tough time that summer but he also tasted some success. He felt some rejection and depression but thrived on the acceptance and encouragement that he also found. His car broke down on numerous occasions, usually at the prime selling time of the day, and it finally gave out altogether. I drove for 24 hours straight to take him another one.

This past summer, after Craig doubled his sales from that first sales campaign, I went to Martin, Tennessee, during his week of delivery and helped him finish. I thoroughly enjoyed it. He was obviously excited about his success and I was just as excited for him.

Craig has mentioned several times that he has learned much from his book sales experiences. He enjoyed the professional training that was provided. He learned self-discipline from an entirely new perspective. He saw how people are different in cultures dissimilar to his own. And he learned to appreciate them as having wants and needs just like everyone else. And I watched him grow intellectually, socially, emotionally and spiritually.

I think the Varsity Company is offering an invaluable experience for college students to apply their academic studies to real-life situations. Keep up the good work.

In closing, I must make one final observation. God made us all uniquely different and not every personality is suited for this type of experience. I would caution you not to push those who fit this category too hard. Every effort should be made to express to those who try and fail or those who fail to try that they are still God's children and have enormous worth as such.

Sincerely,
Marvin R. Janssen