

Wharton

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Evan Wittenberg
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Mr. Mark Newfield, Director
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Dear Mark and Brian,

I am writing to thank you for your exceptional work in helping to make the Wharton Leadership Program a success.

For the second straight year we have kicked off the Wharton School's MBA program by bringing every member of our first year class to your camp for a retreat. As you know, this retreat is the first official function for the MBAs. It is vital for setting positive expectations and building team cohesion. It affords students the opportunity to begin to develop the core skills that they will need to become lifelong global leaders – in business, as well as in the context of communities, non-profit organizations and government.

It follows then that the location for such an important retreat is key to its success. Our choice of a camp setting is intentional; to take people away from the school, out of their comfort zone, and to allow for an affordable alternative to a hotel or conference center. That being said, there are many, many camps to choose from, and several that can accommodate our 800+ students, even if it rains. Why do we choose to drive more than 3 hours from our home in Philadelphia to come to Iroquois Springs?

Without question I can tell you that it is your staff's tremendous customer service that makes it worth our while. We have held the retreat at other camps in the past, and have never been satisfied with the level of service they can provide. Your staff is unbelievable in terms of its friendliness, willingness to go out of their way to help, and ability to go above and beyond the call to make sure that our students are happy, healthy and safe.

In fact, I think that your camp and your wonderful personnel should be featured in a Wharton case study to teach what great customer service is all about. From the pre-planning help that you provided, to the on-the-fly changes that you accommodated during our stay there, to letting us store some materials at the camp for next year, the experience was outstanding. The leadership that you both show, as demonstrated by your ability to select and train such wonderful staff members, is truly impressive. Add to that the significant upgrades in the physical plant of the camp over the course of the year since our last visit and, well, wow.

Thanks again for everything that you do to make this relationship work. We look forward to seeing you again next summer.

Sincerely,



Evan Wittenberg
Director
Wharton Leadership Program