



CAL DINING
UNIVERSITY OF CALIFORNIA, BERKELEY
2610 CHANNING WAY #2272
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07/26/2013

Lucky Vasquez
2610 Channing Way
Berkeley, Ca. 94720

To whom it may concern:

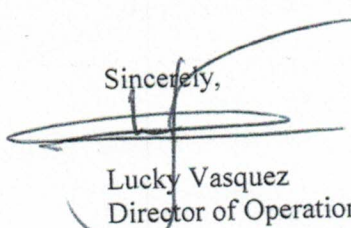
I am writing this letter on behalf of the work Cal Dining received from Concession Solutions. In April of 2012 Cal Dining was awarded the exclusive food and beverage contract for Cal's Pac 12 NCAA sports teams and venues.

At that time Cal Dining retained the services of Concessions Solutions to help guide and support the transition from a non-university (contracted) food and beverage provider to a University run operation. Cal Dining found Concession Solutions work to be professional, comprehensive and was conducted with high integrity.

Theresa Traulsen, the company's proprietor, has impressive industry knowledge and was instrumental in the success of our first year of operations. Her practical experience and many years of exposure to both university and professional concessions operations throughout the county proved to be very strategic in the planning and organizing for our opening. Theresa shows commitment to the project at hand and will take the necessary time to complete work in a thorough, hands on, and comprehensive manner. Theresa is a credible industry leader with the ability to effectively communicate to people at all levels from stand operators to university, senior leadership and corporate executives.

The University of California Berkeley has benefitted from its partnership with Theresa and would eagerly retain her consulting services again if the situation arises. I highly recommend Theresa Traulsen and Concession Solutions as a consultant for any concessions related projects. I am available to respond to questions regarding Concessions Solutions, Inc.

Sincerely,


Lucky Vasquez
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