



NORTHWEST
MISSOURI STATE UNIVERSITY

**College of
Education and
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Robert L. Phillips, President
Guide Dogs for the Blind
350 Los Ranchos Road
San Rafael, CA 94903

Dear Mr. Phillips:

I wanted to take a moment to share our delight in having had Michael Hingson on our campus to deliver our semi-annual Ploghoft Lecture on diversity. He was superb, both in content and presentation. In fact, I was just this morning in attendance at our monthly breakfast meeting of the Leadership Forum where some one hundred middle and senior level leaders of the University come together for professional development and to promote good communications. In this meeting our Vice President for Student Affairs rose to commend those responsible for the extraordinary Ploghoft Lecture on Monday evening. Clearly this was met with agreement throughout the room.

Let me share that not only did Michael provide both a great press conference and Ploghoft Lecture on Monday evening, but he also rose early in Kansas City for three separate presentations to elementary and middle school students in our partner school district (Liberty) and with our own laboratory school students back on campus shortly after lunch. This necessitated eating on the road but enabled Michael to present to over 1,000 P-12 students. This was all so very helpful for us and as well, certainly helped to get your important message out. In this regard, we received some excellent press coverage from both print and electronic media.

Please know that we were delighted to get to know Michael and Roselle, as well, and that his presentations were outstanding, effective and targeted. Our lab school staff pointed out his ability to tailor the answer, even in the same session to the maturity level of a questioner, whether from a kindergartener or a sixth grade student.

I am delighted to recommend Mr. Hingson's work to any and all audiences, with my highest recommendation.

Respectfully,

Max L. Ruhl, Ed.D.
Dean, College of Education
& Human Services

MR/ny

cc: Michael Hingson