



**MERCHANT  
BRANDS INC.**

OFFICE: (715) 479-0053 • FAX: (715) 479-8987  
339 WEST PINE ST. • P.O. BOX 2289 • EAGLE RIVER, WI 54521  
E-MAIL: MERCHANT.BRANDS@VERIZON.NET

To whom it may concern:

I would like to take just a few moments to commend the University of Wisconsin Whitewater UWW, regarding the online MBA Program that they have developed over the past few years.

As a "middle aged" small business owner in a rural area of Northern Wisconsin, continuing education would not be possible had it not been for this advance in technology. I personally am delighted that I could further my education given the fore thought that the UWW administrators used in testing a program of this nature. I have found the program to be both challenging and rewarding in that I was able to immediately apply concepts learned to my business and personal investments.

I enjoy the diversity of backgrounds that a program like this brings to the "classroom discussions". I have worked in groups with students from around the world, and those, still on campus. This is truly a global program and experience made available through UWW.

Thank you for the opportunity to continue to learn in an environment that I am most comfortable, my office and home. My study habits are setting a great example for my kids!

Sincerely,



Daniel B. Beihoff