

January 12, 2014

To whom it may concern,

I have very high regard for Faye Fossay and it is with great pleasure that I provide a letter of recommendation for her in consideration of the 2014 Manitoba Woman Entrepreneur of the Year Awards.

I first had the opportunity to meet Faye when she was a student of mine in the Web Development Introduction course at the School of Continuing Education for Red River College. Like most of my students Faye had no previous website design experience and a somewhat common goal of self-employment developing websites.

After the initial course Faye remained in contact with me asking questions that allowed her to begin working with her own clients. Her questions demonstrated her drive to ensure she was doing things correctly with a key focus on providing great web sites for her customers.

From the beginning Faye has always ensured the web sites she builds will meet if not exceed the expectations of her customers. This drove her to take on projects beyond her own early skill level. At this point our relationship changed and she hired me to provide web application skills and mentoring. This would allow her to take on larger more complex projects and to continue to learn and to grow.

My perspective of Faye the student changed to one of Faye the fellow web developer. Some key points I can make about my observations of Faye having known her now for a number of years:

1. Faye is not a perfectionist. That would be a fault. Rather Faye is precise and accurate and strives to have everything as good as it possibly can be for herself and her clients within the scope of completing a project to the high satisfaction of all parties.
2. Faye runs her business. It is easy for the uninitiated to assume certain qualities of those working in the web development industry. Faye goes beyond just writing web pages and getting caught in the day to day. She is actively seeking web based technology solutions that will improve and increase the types of services she provides to her customers. Whether it is web based email marketing solutions, custom content management systems for web sites, or web based tools that allow her clients to run their own businesses more effectively.
3. Faye is a life-long learner. Within the last few years web developers have had to rethink much of what has been done previously as now web sites are consumed on everything from large flat panel televisions to mobile devices and everything in between. A new approach known as responsive web design allows a developer to address the many different sizes of displays. Faye has learned and embraced this approach and her most recent work clearly demonstrates mastery of the approach. This is not a small feat.
4. Faye demonstrates continuous improvement. Her early work was on par, or perhaps somewhat better than the majority of my students. But through completing her Web Development Certificate and raising her own personal bar higher and higher, there is no doubt in my mind that the quality of her work today is among the best with other web development companies in Manitoba. And this holds true at both the visual design and functional levels of the web sites she develops.

As I reflect on over twelve years of teaching web development at Red River College, I add that Faye would be one of my most successful students, if not the most successful. I have no doubt that she will continue to grow her client base, add to and expand her product offering, and be ready for the next big change the World Wide Web will offer.

Faye is a hard-working, ambitious, and genuine likeable person. I have no reservation in providing this recommendation and thank you for an opportunity to do so.

Sincerely.

Doug Johnson
Digital Vertebrae (owner)
Red River College (instructor)