



**WESTMINSTER
COLLEGE**

July 1, 2017

To Whom it may Concern:

It is with great pleasure and honor that I write this letter of recommendation for Mr. Thomas (Tom) Cronin. I have known Tom for 15 years. I am a professor at Westminster College in Salt Lake City, Utah. I had the good fortune to work with him, as a colleague, at Westminster. Specifically, we worked together on the development of an exciting project designed to request funding for an arts and education grant in 2009 – 2010. Thanks to Tom and his amazing graphic design expertise, his capacity for listening well, and his insightful and highly creative end products, Westminster was awarded \$2.7 million from the Sorenson Legacy Foundation. Tom's graphic materials – large and small posters, brochures, and logo design – assisted significantly in conveying the message of a multi-layered and somewhat complex grant proposal. It was joy to work with Tom - we had invigorating discussions each time I came to him with more design alterations and new requests. He listened, understood, and was willing to redesign, as needed. Through numerous interactions, in and out of the professional context, I have been deeply impressed with who Tom is, on all levels. He is a consummate creative professional, a hard and dedicated worker, and a person of integrity.

From reading through Tom's vita and perusing his website, one gains an accurate image of a highly qualified graphic designer – his accomplishments range from web design (see especially the video of snowshoeing in Millcreek Canyon) to posters, from organizational branding to innovative logo designs to informational brochures that are visually compelling. His technical experience includes a variety of coding capacities as well as in-depth experience with Adobe InDesign. In addition, he is constantly learning as the world of digital design is always shifting. Currently, he is expanding into the area of Data Visualization. The video that, in my opinion, speaks most clearly of who Tom is, is the one he created for Peruvian Hearts – a service organization based in Colorado. It is a gently powerful and moving example of Tom's commitment to making a positive impact in the world through his professional work. What might not be readily apparent when watching this video is the fact that Tom not only created the piece and the animation, he also wrote, sang, played and recorded the music used in the background. He is, a modern-day Renaissance man!

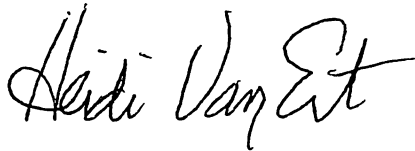
In my professional opinion (over 40 years as an educator), Tom Cronin ranks among the top 1 - 5% of all individuals I have known and worked with, in terms of creative skills and professional proficiencies. He is an excellent and innovative thinker – capable of deep reflection and unique synthesis of ideas/concepts.

Of the professional individuals I have known and worked with, Tom is in the top 1 – 5% in terms of motivation, drive, commitment and follow-through. He is not content with "second-best" in his work. He is a deeply principled individual and a wonderful colleague. His primary objective is to be of service in this world, and the values he holds dear shine clearly in his life.

Additional adjectives/phrases I would use to describe Tom Cronin include: kind, passionate, dedicated, thoughtful, bright, hard-working, self-reflective, loyal, highly creative, willing to grapple with ideas, compassionate, open and willing to consider new perceptions and ways of thinking.

I wholeheartedly and enthusiastically give Tom Cronin the highest recommendation possible. Tom is passionately committed to making a difference in the world through his creative work and to making a positive contribution to the lives of those with whom he works, through his genuine kindness.

Please feel free to contact me should you have any further questions (801-755-8896).
Heidi Van Ert, PhD

A handwritten signature in black ink that reads "Heidi Van Ert". The signature is written in a cursive style with a large, sweeping initial 'H'.

Professor
Westminster College
Salt Lake City, Utah