



UNIVERSITÉ  
LAVAL

Faculté des sciences de l'administration  
Direction des programmes de premier cycle

October 23<sup>rd</sup>, 2014

Dear Sir/Madam:

I am writing in support of Ms Sabrina April's application for an admission in your program. As Director of Undergraduate Programs, at Laval's Faculty of Business Administration (FSA) and Academic Director of the Université Laval Trade Missions, I have had many opportunities to witness Ms April's involvement, which I would like to expand on here.

Ms April is currently finishing an undergraduate program in business administration at Laval University where she shown a very good academic potential. During her program, her interest in international management led to her being one of 50 students, out of over 150 applicants, invited to participate in the 2014 Université Laval Trade Missions [French acronym: MCUL]. MCUL is a not-for-profit organization that offers student services to Quebec firms interested in penetrating new markets abroad. As an MCUL officer, Ms April conducted a trade mission to Santiago, Chili, where she represented a Quebec company, studied the sales potential for its products, and located possible clients and distributors.

As MCUL's academic director, I supervised Ms April's work, and was fully satisfied with it. She carried out her mission with complete success and demonstrated excellent leadership qualities, a highly developed organizational sense, strong communications ability and outstanding interpersonal skills throughout the preparations for the mission and during the mission itself. She fulfilled her responsibilities adroitly and effectively, achieved the anticipated results and worked harmoniously with the other members of the student team.

For all these reasons, I recommend Sabrina April's application for an admission in your program.

Yours truly,

André Gascon  
Director of Undergraduate Programs

