



The University of
Montana

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To whom it may concern:

Brian Knaff is a 1967 graduate of our School of Business Administration at The University of Montana. Since his graduation his loyalty to the University has been quite remarkable. Approximately ten years ago Brian approached me with a totally new concept for our curriculum. He and several other graduates of our University all had established successful careers in the entertainment management industry. Based on our initial discussion, President George Dennison and I traveled to Las Vegas, Nevada and discussed with considerable interest the idea for this new program. The goal of these loyal alums was to make students at The University of Montana aware of a career opportunity that they may not have considered. After approximately two years of hard work we had established a 3 course curriculum in Entertainment Management. Now in our eighth year we have an 18 credit certification program approved by the Montana Board of Regents in Entertainment Management.

Although there are a few other Entertainment Management programs on university campuses, ours has gained considerable international attention and recognition. Based on Brian's original concept our curriculum is taught by professionals in the entertainment field and facilitated by one of our full-time tenured professors. The enrollment for this program has grown considerably and we have students coming to The University of Montana that would not have come for any other reason. Thanks to Brian's vision the Entertainment Management program at The University of Montana has put our campus on the world map.

I consider Brian a colleague and a personal friend as well as being a visionary. He is a role model for all of us when it comes to hard work and integrity.

Sincerely,



Larry Gianchetta
Dean

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