

6 August 2015

To: Interim President, Valdosta State University, President Cecil Staton



From: John Wallace Isom Jr aka The U-Can! Man, VSU Alum Graduating Fall 2013, 30 Year Proven View Of Leadership <http://johntheucanman.com/files/99907744.pdf>

President Staton hello, I am John Wallace Isom Jr aka The U-Can! Man a 2013 VSU Graduate. Sir Jan 2014 I published a book about VSU titled "Graduating With Honors: If I-Can, U-Can!" See <http://www.amazon.com/dp/B00HNY8SAU> I then met with President William McKinney 9 Jan 2014 and shared Ideas how to increase VSU Recruitment and Retention plus graduation rates (My Life Goal). My book was written for that reason. I met with President McKinney again in 2014 and 2015. Every time we met he was excited about my proposals and shared how they seemed like a good fit for advancing **VSU AWARENESS** locally, nationally an internationally. However there was never any follow-up as was promised and the attempts to share my views with the admission teams seem top fall on death ears. I applied for numerous VSU Jobs to including 4 or 5 Recruiter vacancies. I was told no in every case and felt like my ideas although deem desirable were left for me to achieve or implement on my own. My point was and is VSU has and awareness problem that falls into what I call aided awareness or unaided awareness. This area was and is being address in spots but not as a number one option in my opinion. With my over 25 Years or Army recruiting experience and attending VSU from 2009-2013 I concluded from interviewing hundreds of people locally and nationally that when made aware of how great VSU is and our rich history attending VSU as and Option was considered more. Mr President I had as a goal to help VSU Be at 14000 Blazers by Fall Semester 2015. This is on the back cover of my book and with a serious attack of my plan out line to President McKinney I feel this goal would have been reached.

The U-Can! Man (8-Point) plan to address <http://johntheucanman.com/14-000-blazers-by-fall-2015.html>

VSU Aided Awareness And Unaided Awareness Campaign.

1. Have each VSU Blazer purchase my book about VSU www.johntheucanman.com
2. Have VSU Community Partners participate in my each one reach one proven plan.
3. Have VSU Recruiters RECRUIT Relentlessly and asked for referrals on purpose
4. Have any new student considering VSU purchasing my book during Recruiting Process
5. Have A skilled person ask the VSU Alumni to participate in my each One Reach One plan
6. Have A Skilled person as VSU Staff and Faculty participate in my each One Reach One plan
7. Have A Skilled person asked every VSU Student participate in my each One Reach One plan
8. Have A Skilled person ask Students Communities Ie. Churches, Clubs etc. participate in my each One Reach One plan, Example <http://johntheucanman.com/files/77116707.pdf>

With this 8-Point plan in place your stated Goal o increasing VSU enrolment and graduate rates will have a great chance of happening. I am a 90% disabled Retired (20 Plus Years Army Recruiter) Veteran who cannot work now but I am also a VSU Alum ready to offer and Volunteer service to help reach the 14000 Blazer per Year number we can reach. I cover 10 cities see www.johntheucanman.com where I 100% believe if they had VSU Aided Awareness And Unaided Awareness Campaign. Hope to meet You soon.

Charleston Downtown Army Recruiting Station Commander Guide

SFC John Wallace Isom Jr, October 1997-March 1999

Always taking **CARE** of my people and community: Watch Words- **WE CARE!**

Proper use of the following words is essential to being a successful leader in the Army Per 22 -100

C:= Consistency-Courage-Competence-Communications-Cohesion-Confidence-Commitment-Character-Compassion-Candor-Control-Coprrrection-Counseling-Capabilities-and Concern

A:= A Attitude- Achievements-Actions-Analyzing-Abilities-Awards-Awareness- and Army

R:= Respect-Results-Responsibility-Rewards-Requirements-Recognition-and Reinforcement

E:= Enthusiasm- Evaluations-Examples-Effieicent-Excecutio-Expectations-Ethics-Encouragement-and Experience

SFC John Wallace Isom Jr, Six Golden Rules

1. Treating others the way you want to be treated
2. We can achieve if we believe we can
3. We can win if we begin again
4. Being Professional at all times
5. Doing our job consistently

6. Being proficient in the five sales skills and five critical tasks per USAREC Pam 350-7
7. Used www.johntheucanman.com to assist you doing my golden rules. (Added 18 June 2015)

Five Sales Skills

- 1: Establish Rapport
- 2: Determine needs and interest
- 3: Present features and benefits
- 4: Closing and handling objections
- 5: Determining Qualifications

Five Critical Tasks

- 1: Prospecting
- 2: Sales Presentation
- 3: Processing
- 4: DEP/DTP Maintenance
- 5: Follow-Up

John Wallace Isom Jr, SFC USA, Station Commander

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I Would Love To Come Share My Story With Your Team

SSG John Wallace Isom Jr and Karen Y (Wilson) Isom

Married (Join Forces) December 22, 1990

7 years before **WE-CARE** was created



Click on www.johntheucanman.com to see WE-CARE Results

PS: I am not looking for a job but will with every fiber of my body make sure my 10 Cities have Aided Awareness And Unaided Awareness about My Superb Valdosta State University Blazers . See my favorite page on my VSU started Website <http://johntheucanman.com/U->

[Can Media Faith Ministry Hope Prayer.html](#) I vision and 100% still believe we will have 14000
Blazers taking what I call "The Blazer Walk)

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