



**KEYSTONE**<sup>TM</sup>  
N A T U R A L  
W A T E R

October 21, 1994

To: W.E.M.B.A. Committee on Admissions

Re: Robert B. Naylor

I am pleased to offer this letter of introduction and recommendation for Robert B. Naylor for the Wharton Executive M.B.A. Program. Rob has served as the M.I.S. Director for Keystone Natural Water over the past four years. During this time, I have had the opportunity to work very closely with him on several financial and information related projects. He is a highly qualified manager who quickly proved his effectiveness by redesigning the organization's computer system to where it is "state of the art" in our industry. His ability to anticipate our hardware and software needs and keep Keystone on the "cutting edge" of technology, has greatly increased our operational efficiency. Over the past four years, Keystone has grown significantly through increased productivity and acquisitions without having to increase staff due to the systems Rob has implemented.

Everyone writes about Rob's unparalleled systems knowledge and his abilities, but what you do not see on paper are the other qualities and intangibles that make him such a valuable asset to Keystone and my department. Rob brings to the "table" loyalty, easy going personality, selflessness, enthusiasm, intelligence, dedication, and a sense of humor that makes him a pleasure to work with. Rob is truly a "people person" which is a rare quality for such a technical minded person.

I heartily recommend Rob for your consideration into the Wharton Executive M.B.A. Program. He is a truly gifted and innovative individual who is eager to participate and excel in your program. Please feel free to contact me should you have any questions or for additional information.

Sincerely,

Jeffrey C. Keener  
Chief Financial Officer