

REFERENCES FOR BARRY KRUSCH

Wachovia

Letter of Recommendation from Michelle Presley

01/11/06

Barry,

Thank you for the excellent job in designing training for the new *Wachovia Online Banking* platform. Working with you was a pleasure, and our interactions and open communication made the process much easier than I had expected.

Since you were starting from basically nothing (other than a long technical document) and had to deliver materials for an entirely new unfamiliar platform, I anticipated a long and difficult process of delivering clear and concise communications to nearly 750 people. This was no small task, yet because you took this on with such a positive attitude, it made my part far easier. In the end, after training had been delivered, the level 2 assessments came in much above what the targeted scores were. This is a direct reflection on your dedication to the project and all the time spent during training design.

I hope to have the honor of working with you again on other projects, as you made this particular one an easy undertaking.

Sincerely,

Michelle Presley
Subject Matter Expert
Wachovia Direct Access
Wachovia Corporation
michelle.presley@wachovia.com
804-398-7045

Letter of Recommendation from Elizabeth Bevan

01/27/06

Barry Krusch was the Designer/Developer for Training to support an initiative within Wachovia's Call Center, for which I had responsibility. The initiative itself involved the preparation of customer facing servicing agents in the launch of a new Online Banking platform and the migration of nearly 2.7 million customers to the platform. The expectation of the training was that it would provide the framework for agents to understand the scope of the effort, their role in supporting both new customers and migrating customers on the platform, and identifying resources for agent use in servicing individual customer needs.

Barry received a technical document of over one hundred pages of information to be conveyed to agents in order to satisfy the expectations of the initiative. He crafted a training content outline that succinctly organized the information and in a manner appropriate for a customer facing agent. He then developed the training Facilitator's Guide and produced a most effective training component despite Wachovia's somewhat limited training delivery capabilities. Barry was very easy to work with and very available. He met all deadlines established by the effort and delivered a finished Training Guide. The training effort was a tremendous success. It was well received by agents and their leadership and in a post initiative survey, agents confirmed that the training they received allowed them to appropriately service the customers.

During the course of the development of the materials, Barry personally went out of his way to understand the agent environment in which the training was being delivered. He traveled to Charlotte and met with analysts here to review agent servicing tools. He had many exciting ideas that we were unable to incorporate in training because Wachovia did not have the technical capabilities to achieve the effect Barry was after. This was particularly true in simulating the customer and agent experience. However, he quickly adapted to the Wachovia environment and moved ahead in a very positive and productive manner.

I look forward to having the opportunity to work with Barry on future initiatives. I highly recommend him as a Designer/Developer.

Elizabeth Bevan
Vice President / Operations Project Leader
Wachovia Direct Access
Wachovia Corporation
elizabeth.bevan@wachovia.com
704-590-6757

Letter of Recommendation from Leigh League
01/30/06

Barry Krusch worked with my Wachovia client from early 2005 until January 31, 2006. He worked with me on three large, blended learning projects for two different clients.

The first project was a system and products conversion for Wachovia's Online Banking customers. The target training audience was the call center that provides technical support for Online Banking and BillPay customers. On this project, Barry designed and developed a Leader's guide, Participant guide, QRG, Conference Call Guide, Powerpoint displays, and one hour of system-based WBT.

This project was very challenging; Barry was required to design WBT for a system that was not yet stable, and made constant revisions to training material based on fluctuating process and system changes. Through these challenges, Barry demonstrated his flexibility and patience. He was a wonderful consultant with the clients. Our client was very pleased with the quality and quantity of work produced in the time period allotted.

The second project was a large maintenance release for some existing WBT for Wachovia Mortgage. Barry again demonstrated his ability to work under ambiguous circumstances, and adjusted well to some complex project standards for design. I was again very pleased with how rapidly he came on line and adjusted.

The third project was a blended learning project, also for Wachovia Mortgage. Barry's primary responsibility was to develop storyboards for flash demos. He yet again demonstrated his ability to work well with a rapidly changing system target, providing unique and very creative ideas.

On a personal note, I had a smashing time working with him. He made the projects on which we worked fun and interesting. I am keeping my fingers crossed that our paths will cross again soon . . .

Leigh League
Project Manager
Hewitt and Associates
leigh.league@wachovia.com
804-559-9761

Bank of America

MSP Course
11/15/06

WOW! This is a great example of interactive WBT. It is going in my reference file to share with LMs on future projects.

I will take a closer look as I think through the practice simulations for New Hire.

Thanks for sharing –

Brenda Shaw
VP, Instructional Design
Consumer Products Learning & Organizational Effectiveness
253-719-8371
brenda.shaw@bankofamerica.com

11/15/06

Very nice.....we tried for years to make this WBT happen at Fidelity, but ignorance and cheapness kept us tripping over our own feet over and over again. Not sure if they ever pulled it off. Good stuff.

Lee Johnson
VP, Program Development Manager
CRE/ISG Design and Development
Consumer Products Learning & Organizational Effectiveness
904-464-4154 work
904-655-2180 cell
jeffery.l.johnson@bankofamerica.com

Bank of America

Letter of Recommendation from Terry Langley
12/15/2004

To Whom It May Concern:

I was Barry's hiring manager and supervisor at Bank of America from October 2003 through July of 2004.

Barry far exceeded my expectations for the position he was hired to fill. With limited ramp-up time and with very little direction needed, he became an expert in the scoping of learning solutions. He quickly adapted to our business culture and expertly guided internal bank partners through the process of outsourcing development of learning solutions. His knowledge and experience in instructional design and advanced project management skills along with his "take-charge" approach to any assigned task proved invaluable as we redesigned and rolled out changes to our processes.

He lead an across line of business initiative to build an online Request for Proposal (RFP) generation tool. Barry applied his change management skills to overcome resistance and coordinated efforts of a diverse team to roll out a simple "Best in Class" solution for a complex process in minimal time. The results of the efficiency gained from the RFP generator and application of his consulting expertise contributed significantly to over \$280,000 in savings, which allowed us to average a 25% reduction in cost per finished hour of outsourced learning.

Barry is a highly skilled and experienced Instructional Designer, project manager and consultant that I can highly recommend. Should there be an opportunity I would be proud to have him on my team again.

Sincerely,

Terry Langley
Learning Manager
Learning Practices
Bank of America
201 North Tryon St NC1-022-10-11
Charlotte, NC 28255
Phone: 704-386-8616

Letter of Recommendation from Kim Moran
11/29/2004

To Whom It May Concern:

Barry worked with our team at Learning Practices with Bank of America for over a year. We had originally brought him in to assist us with Sourcing activities, which included doing internal Performance Consulting and working with external vendors. Subsequently, we then asked Barry to lead a project (which involved working with several lines of business throughout the organization) to design a tool known as the Dynamic RFP Generator, whose end goal was to make our process more efficient by generating an RFP by means of an online database. This application, which he managed to completion, has been received extremely well throughout the franchise, passing user acceptance testing with flying colors, and will be the bank standard going forward. He completed his project on December 17, which is the reason for the end of his contract with us.

Barry did a great job in designing and leading the development of the Generator, and the project met with high approval ratings from all who have previewed or used it. We appreciated how Barry was able to span several skill sets: his strong background in learning coupled with his deep strengths in web development were invaluable to this project. We would be glad to serve as references for him in the future and would welcome him back to the bank on any similar project.

In closing, I have to say that Barry raised the bar on our standards here at Learning Practices with not only the Generator but also the new RFP template which he also designed, and I heard the same glowing remarks from other vendors and several of our business partners.

If you have any further questions, please do not hesitate to call me.

Sincerely,

Kim M. Moran
Sourcing Manager
Bank of America
Phone: 704-387-3590

Letter of Recommendation from Emily Stevens
2/15/2004

Barry Krusch worked with my team at Bank of America from November, 2003 through December, 2004. I am pleased to give him a strong recommendation as an instructional designer and a technical developer.

Barry worked with a number of projects meant to improve our processes for outsourcing courseware development to vendors. His primary project was the RFP Generator, a user-friendly analysis tool that allowed business needs to be defined based on common questions. The responses were then added to a database and combined with standard contractual information to create a custom Request for Proposal (RFP). Because of the comprehensive questions and the standardization, the resulting RFPs both raised quality and lowered risk in the contracting process. In addition, the RFP Generator reduced average cycle time by about 60%.

Barry began the project as the lead developer, and developed the original prototype. However, when we decided that we would like others in the bank to build the application, mostly to ensure their support and buy-in, Barry moved easily and successfully into the role of a Project Manager. In that role, he worked with resources from several lines of business who could be competitive and strong-willed, and worked with them very effectively to build consensus on project direction.

Barry's skill as an instructional designer ensured the quality of the analysis questions and the job aids associated with the RFP Generator. His skill as a developer allowed him to organize and manage other developers in the bank, and solve difficult technical problems in implementation. His skill as a project manager allowed him to successfully bring the project to completion.

I have rarely seen someone whose skills are this broad-ranging: who can have the detail orientation for development yet respond to change easily, who can hear client needs then translate them directly into well-designed technology, and who can navigate the political problems of a high-profile project.

I would be pleased to discuss my recommendation if you should need more detail.

Emily Stevens, CPT
VP, Learning Practices, Bank of America
NC1-022-10-11 201 N. Tryon St.
Charlotte, NC 28269
704.386.5321

Letter of Feedback from Laura Brown
March 31, 2004

Barry, thank you for the work you have completed to date to enable us to develop a RFP and procure a supplier to develop the Structured Coaching e-learning.

As I commented after our meeting on March 4, I would only want to begin a RFP with you as a partner and truly value your knowledge, experience, and guidance throughout the process. The two leadership model competencies that you particularly demonstrated include 1. Demonstrate sound judgment and act with speed; and 2. Build relationships. We appreciated your leadership!

Thank you. I look forward to continuing to work with you in the future.

Laura Brown
Senior Vice President, Program Development Manager, Consumer Products
laura.brown@bankofamerica.com

Letter of Feedback from Ross Mandell
February 24, 2004

Barry,

I finished reading the entire RFP template. It is fantastic. One of (if not the best) RFPs I've seen. Has plenty of info, but is succinct. Has very specific AND MEASURABLE objectives for the program. Outlines expectations, but gives opportunity for other ideas for a solution.

Great work!

Ross Mandell
Senior Account Executive
Convergys (Digital Think)
704-843-6774
rmandell@digitalthink.com

User Acceptance Testing (UAT) Feedback On Dynamic RFP Generator by BofA employees (October 2004)

After creating the Dynamic RFP Generator, submitted the application to a focus group for User Acceptance Testing.
Overall rating of the application: 9.4 out of 10 for new users, with estimated 9.8 hours saved per transaction.

General Information	
*Project Name:	Six Sigma Process Overview
*Sponsoring LOB:	Card Services
*Business Partner Name:	Lynn Harrell
*RFP Contact Name:	Mary Swanson
*Budget Approver:	Bill Lewis

Easy to use, fast, intuitive: I would wager \$1.00 that I could have filled out this document without instruction or a job aid. LOVE the help button at each section and that I can click on the name of a field and get its definition.

Lisa Ekern
Asst. VP/Instructional Designer, Fulfillment Training
lisa.m.ekern@bankofamerica.com 904-987-8152

Great tool to provide a consistent look and feel to those creating and reviewing a RFP document. New users will love it, as the answers are readily available to them. No going to Discovery to locate a job aid to answer a question.

Edna Doyle
Asst. VP/Instructional Designer, Fulfillment Training
edna.m.doyle@bankofamerica.com 804-627-8621

User friendly!! Simplifies the entire process significantly.

Melissa Williams
Asst. VP/Instructional Designer, ISD Resources East
melissa.williams@bankofamerica.com 757-446-3704

I like the system, it will make things a LOT faster!

Holly Schmitt
Asst. VP/Performance Improvement, Manager Phone Service
holly.schmitt@bankofamerica.com 614-898-9210

Having this wonderful tool populate the RFP makes the process really easy. Thank you for creating this!

Holly Rosenstrauch
Asst. VP/Performance Improvement Consultant, PM Resources
holly.rosenstrauch@bankofamerica.com 954-499-1043

Great tool! Much rather follow the prompts via the tool vs. being given an existing template and typing in data. With additional user testing, this would add great value.

Todd Cunningham
Senior VP Regulatory Training and Awareness
todd.cunningham@bankofamerica.com 704-388-5052

*This email was sent from Barbara Best,
Senior Director of Customer Services for McGraw-Hill Education*

From: Best, Barbara
Sent: Monday, July 14, 2003 12:04 PM
To: Krusch, Barry
Subject: Progress update: CSOM

As you know, Barry, I was on vacation last week, meaning there were quite a few e-mails and voice messages waiting for me upon my return. As I reviewed them this weekend and today, I was struck as to how many of the updates mentioned you and your efforts on the behalf of Tata Interactive. This told me that your approach has really engaged my team. The "hardened veterans" have renewed enthusiasm that the end result will be effective, "real life" materials, appropriate for their teams and flexible enough to meet the needs of a variety of training situations.

Your visibility and desire to understand the representatives' world as well as our business has given you a legitimacy that quickly translated into a sense of partnership across the team at all levels. As a result of all of this, I don't think the folks realize quite how much work you have them doing! They are all hardworking but very busy, so I am delighted to see the enthusiasm they now have due to the heightened sense of ownership and empowerment you have given them. They understand the timelines and want to beat them. We are now on the right path to develop materials that will allow us to make the transition to Oracle and run our operations and service our customers successfully.

Thank you!

Barbara Best



*And this letter of reference on the same project was provided by Barbara Schank,
Associate Director of Customer Services for McGraw-Hill Education*

To Whom It May Concern:

It has been our great privilege to work with Barry Krusch who helped us prepare our training materials for McGraw-Hill Education's conversion to an Oracle order management system. In my career, I have worked on several of these conversions, and I'm able to say that Barry was able to interpret our business needs better than any other consultant we have ever worked with on such a project. In this extremely complex endeavor, his extensive knowledge, insight, and experience provided us with the expert guidance necessary for making sure that the training materials met our business needs.

Barry's concern for his client's welfare was especially evident in his approach and dedication to the project. We sincerely hope we have the opportunity to work with him in the future!

Barbara Schank
Associate Director, Customer Services
McGraw-Hill Education
barbara_schank@mcgraw-hill.com
614.755.5632

REFERENCE FOR BARRY KRUSCH

Provided by Bill Knowles, Training and Organizational Development Manager for Syngenta, Inc.

The following reference was prepared by Bill Knowles, Training and Organizational Development Manager for Syngenta, in response to a series of questions he was asked by a recruiter.

How do you know Barry, and for how long have known him?

Barry worked for KTI (a New York based consulting firm) when I was with KTI, so we made customer calls and wrote proposals together. I have known Barry for over four years now.

Please give some keywords that describe Barry.

Honest, brilliant, enthusiastic, technical, knowledgeable, decisive, customer-focused, results-oriented, communicative, creative, quality-driven (he is probably many more things but I think this gives you the big picture.)

What are his key strengths?

Barry:

- Understands the educational theory behind instructional design and has the technical knowledge to design/develop content for any media/software or classroom.
- Knows most tools for web-based and other media design and if he does not know a particular tool you need, he has the ability to learn a new tool overnight. He just understands how they work and how to manipulate them to be a creative designer.
- Is great with people/clients and makes customers feel comfortable when he works with them. He listens well and extracts key points from requirement statements to bring proper focus to issues. He has great interpersonal skills.
- Understands time/budget commitments and estimates project work realistically. He can make trade-offs when needed and still meet customer requirements.
- Likes the challenge of tough projects and works miracles when needed.
- Moves easily from theory to practical application.

What does Barry need to improve?

Nothing. I would classify Barry as one of the top five instructional designers in the country. I have worked with over one hundred quality designers over twenty years, and few (if any) are as good as Barry.

Would you recommend Barry for employment in your firm?

Absolutely!

Bill Knowles
Training & Organizational Development Manager
Syngenta, Inc.
336-632-2153
bill.knowles@syngenta.com

Feedback On The Virtual Mentor From Hartford Life Senior Examiners/Executives (4/19/02)

Compiled by Deborah Lonczak, Director of Claim Operations, Syracuse

I wanted to share with all of you the feedback received to date on the Virtual Mentor. The feedback is based on the demonstration in each office that Barry recently conducted. Overall, the feedback was excellent!!

Our plan is to follow through with the focus group to really drill down for more specific feedback, but I thought this preliminary info would be of value.

Please let me know if there are any questions. Thanks! — Deb

The content in the tool is easy to read and understand. 100% agreed

The content in the tool flows well from one topic to the next. 100% agreed

The format of the tool is well organized. 100% agreed

The content in the tool is educational and seems to be structured in a way that will help to promote learning. 83.3% agreed, 16.7% said "too early to comment; however, it should promote learning."

There are just the right amount of links in this tool. 83.3% agreed, 16.7% unsure

The links seem appropriate. 100% agreed

I think the tool will be a valuable resource to new and existing examiners. 100% agreed

Other comments/feedback:

"This is most definitely the best learning tool that I have seen in my 13 years of disability claims."

"What I liked best about it was that it is concise and there aren't too many items on each page which can become overwhelming."

"I think pending the claim will be most valuable to trainees and I wish it had been ready for the class we are currently holding! I think they would have benefited greatly from this. . . ."

"I am excited about the possibilities this presents for trainees and the trainers in the Atlanta office. The overall impression I had from observing the others in the Atlanta conference call roll-out session was that people thought it looked like a very helpful tool."

"I reviewed all the documents of Content Overviews and How To's and was generally extremely impressed with the Virtual Mentor"

"The Virtual Mentor is extremely thorough and amazingly well organized. I am impressed and can't wait to see it on the system."

"It was evident the work went into this & is more helpful than the manual because it actually went into how to apply it to the system ie explaining what screen to use, what to input in those fields etc. I'm looking forward to reviewing the other categories dealing w/ongoing clm mgmnt which will asst every ex w/ their ongoing clm mgmnt, as well as asst'ing them on the harder clms, i.e. giving us steps on the best way to proceed on a particular clm, q'ing the basics on functional capacity q's, things of that nature — and it may asst us w/ having a different outlook on a clm that we may not have realized & possible keep us more on track when reviewing an ongoing clm."

"Wow!! I was amazed at the wealth of information conveniently compiled for the LTD Process Reconciliation. I kept thinking that this is truly an informed walk-through of the process on paper, not to mention having the ability to flip through screens for a particular "How To". I really enjoyed the added ". . . Stay Focused on Customer Service". . . . Overall I am very impressed with this new learning tool. It is truly innovative and exciting."

Reviews for *Would The Real First Amendment Please Stand Up?*

Freedom of Speech is a hot topic these days, both in terms of immediate importance and media relevance. Given the amount of attention this topic has received and the degree to which it affects the Internet, it is perhaps unsurprising to find an online book devoted to the topic. *Would the Real First Amendment Please Stand Up?*, by Barry Krusch, is a valiant effort at dealing with this important issue in a new media. . . . it's a worthwhile experience for those who want to see exactly how complicated the First Amendment can be.

Harvard Computing Society

I was impressed with your on-line book. I found myself referring to it often as I tried to sort out in my mind how Congress was able to pass a bill restricting freedom of speech on the Internet.

Michael Drury

Over 100 pages that promises to open your eyes to what is and what isn't free speech . . .

Associated Press

Barry Krusch has written an extraordinary online book entitled *Would the Real First Amendment Please Stand Up?* It's long, but extremely well thought out and researched . . . [A]n articulate and detailed review of Supreme Court rulings that have riddled the First with BUTS and EXCEPTS.

George Smiley

I recommend this to everyone . . .

Chris Porter

This is an amazing resource — an online book over 100 pages and 177 footnotes long that will, at the very least, open your eyes. The URL is <http://www.krusch.com/real2.html>. . . the first few pages of the site are — in a word — fascinating. It's a must-read for this political season, and probably much more exciting than two months of political sound bites and speeches!

David Citron

If you've got the time, we've got an online book for you. Barry Krusch examines the 1st Amendment in detail and attempts to put the Supreme Court's revisions of the Constitution into a form the layperson can understand. You should know this stuff.

Excite

Check out *Would the Real First Amendment Please Stand Up?*, an on-line book by Barry Krusch. It is an excellent decomposition of where the US stands on our First Amendment.

Colin Rafferty

. . . well-written, and very witty. . . . I highly recommend this book. At the very least, it brings to light some very interesting Supreme Court cases, and at the best, it'll make you think about how the legislative and judiciary bodies have amassed more power than they're supposed to have (according to the U.S. Constitution) over the years..

Ram Samudrala

I enjoyed your book, *Would the Real First Amendment Please Stand Up?*. As an attorney educated in a public law school who still retained his integrity, I would say that you are dead on.

Jim Robideau

Excerpt from Discussion of *The 21st Century Constitution* in
New York Law School professor Richard Bernstein's book, *Amending America*

AMENDING AMERICA

If We Love the Constitution So Much,
Why Do We Keep Trying to Change It?

AMENDING AMERICA



"In 1992, as this book was nearing completion, Barry Krusch published what may well be the most thoughtful and thorough reframing of the Constitution yet attempted. His study, *The 21st Century Constitution: A New America for a New Millenium*, is the first proposed rewriting of the Constitution to take account of the twentieth-century revolutions in information and communications technologies; it is also noteworthy for its intellectual grounding in the American Revolution's series of experiments in government." -- from p. 237

RICHARD B. BERNSTEIN
WITH JEROME AGEL

RICHARD B. BERNSTEIN
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