



May 15, 2019

To whom it may concern,

I am writing to endorse Rufus Lorenzo Devers as a strong entrepreneurial mind and smart business partner. As a Business Development Advisor at the Nevada Small Business Development Center, I have worked closely with Lorenzo in a strong business capacity. In our time together, Lorenzo and I have discussed business matters of all sorts, from product development, to establishing his local brand, securing retail partners, and growing his new business. Our strong brainstorming and business-discussion sessions have given me full confidence that he has a strong grasp of not only his own business, but of how business works in general. He is strongly committed to his product, his brand, and his team.

Along with his strong business abilities, Lorenzo's leadership skills are most certainly worth noting. He focuses strongly on the *why* of his business and the importance of finding fulfillment in doing business with the community. I would highly recommend working with Lorenzo in any professional setting.

Sincerely,

A handwritten signature in black ink, appearing to read "Kayla Banda", enclosed within a large, loopy oval shape.

Kayla Banda
Business Development Advisor
Nevada Small Business Development Center
College of Business, University of Nevada, Reno

Nevada Small Business Development Center

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