



Spelman College

AFRICAN DIASPORA & THE WORLD PROGRAM
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Tuesday, April 10, 2012,

To Whom It May Concern,

Ms. Audra Luke, formally Audra Woodard, has been my employee, mentee, associate, and friend for four years. I met her over the phone when she called to introduce herself and her skills to the University I was offering my services to at the time as an administrator and instructor. What I remember most was that she had great confidence in her skills and her abilities, so much so, that I felt compelled to invite her to come and meet with me in my office. The rest is history.

Ms. Luke's positive attitude, confidence and her creative ideas were enough to have me hire her right on the spot as one of our English Composition educators at Morris Brown College. From then on, I have had the joy of participating in her marketing campaigns for her book, which is excellent by the way, and all of her other endeavors. She knows how to use the power of the English language to motivate, inspire and drive others to feel empowered. I have had the pleasure of watching her take a simple thought and turn it into a creative brand that receives media and social attention. She adds creative flare to all that she does and she ignites whatever energy she wants from her clients through her ability to turn ingenious concepts into models everyone can understand and follow.

I must say that I both respect and admire her ability to turn creative marketing into a venture that somehow joins communities, businesses and schools together. She has the where-with-all to turn all of her projects into mega endeavors that are worthy of attention and admiration. She has an unusual ability to persuade, and incorporate that talent into her writing and presentations. She is an all-around creative soul and I love watching her go. I truly wish her well!

Alix Pierre, Ph.D., Assistant Professor