

Detroit Public Schools
MEMORANDUM

October 14, 2013

Durfee Elementary-Middle School

2470 Collingwood St.

Detroit, MI 48206

(313) 252-3070 Phone (313) 866-0914 Fax

Ricardo Martin, Principal

To Who It May Concern,

This letter is written on behalf of William Howard of Positive Communicate. Mr. Howard has been a major asset in creating a strong school climate and culture at Durfee Elementary-Middle School. Because of Mr. Howard's relationship with students he has had a direct impact on our zero tolerance policy and eliminating school violence.

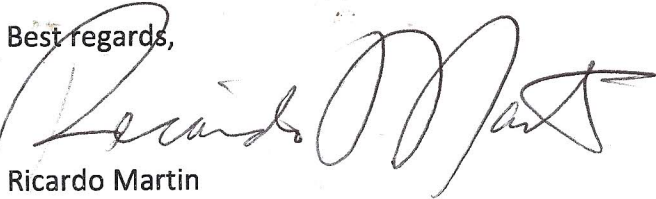
Brother Bill, as he is affectionately called, has assisted in the prevention of fights at Durfee since his arrival this fall. I attribute this to the fact that Brother Bill consistently announces his "The Best Fight is No Fight" and "Food for Thought" campaign which has had an impact here at Durfee. Brother Bill gives his speech each day over the school wide intercom system. We have had no fights and the beat continues.

As a principal I am also trying to find value-add programs that work to increase positive thinking and behavior. Brother Bill fits that bill. It is not unusual to find him mentoring our students in the hallways of the school. He is a positive role model and character builder from students at Durfee. I am not surprise by his approach. Brother Bill did the same at Mumford High School where he worked in the same capacity.

At Mumford I watch our out-of-school suspension rate for fights decrease by some 75% when Brother Bill came on board. I was in charge of 475 kids in the Ninth Grade Academy. Brother Bill started off with his assemblies to address everything from gang violence to school violence to teamwork.

Without reservation I would recommend William Howard for any school district's climate and culture program. Feel free to give me a call at (313) 623-0056 cell.

Best regards,



Ricardo Martin

Principal