

Memphis Business Journal

To Whom It May Concern:

I have known Bob Allen since 1978, when we worked together at the *Arkansas Sun* in Heber Springs. It was my first newspaper job, and Bob brought to the newspaper a background that proved invaluable to me as a journalist still in the learning mode.

Bob was able to guide me on numerous occasions in methods of reporting and writing style. I credit him with helping to prepare me for working for a daily paper, which was my next job in the newspaper business.

While at the *Sun*, Bob single-handedly started a new edition of the paper in Fairfield Bay — where there had never been a publication — that was largely successful. He always has impressed me as extremely smart, capable and personable. He maintains high moral character and exemplifies ethical behavior.

I would recommend Bob Allen for any business endeavor that utilizes his talent.

Sincerely,



Bill Wellborn

Managing Editor