

July 20, 2007

Dear NAME:

I want to clarify a popular business myth for you.

Many companies mistakenly believe that further educating their top IT employees will only encourage them to look for other positions elsewhere. In fact, several studies show quite the opposite—**the more education an employee receives, the more likely they are to stay with a company.**

The Ivan G. Seidenberg School of Computer Science and Information Systems at Pace University provides customized, graduate-level employee IT education programs, with an extensive selection of courses and specializations for both **Master of Science** degrees and graduate-level **Advanced Certificate** programs.

A customized IT employee education program from Pace University basically pays for itself. Your IT staff can apply their enhanced skills and knowledge to improve business operations and increase employee productivity. And your company can better attract and retain talented IT professionals to remain competitive and reduce your hiring costs.

Naturally, you may be concerned about the time and financial commitment required. We completely understand. And we'll help make things easier by identifying your "IT knowledge gaps" and developing an education program that best fits the needs of your company and your employees.

Why Choose Pace?

- We've been a leader in providing comprehensive computer education since 1983.
- We offer a choice of classroom, online and combination instruction—ideal for busy working professionals.
- We offer hands-on training in a small class size, taught by our distinguished IT faculty.
- We offer flexible scheduling—courses can be taught year-round, concurrently, or condensed to a shorter timeframe.
- We offer a choice of locations—courses can be taught at your facilities, at Pace's campus, or both.

I invite you to view our course selection at www.PACEMINISITE or call me at **(914) 422-4409** to learn more about our customized graduate IT employee education programs.

Having an educated IT workforce is one of your company's greatest investments. And we at Pace would like to help you nurture and grow this important asset.

Best regards,

James Irvine
Business Development and Program Manager
Pace University
Ivan G. Seidenberg School of Computer Science and Information Systems

P.S. I'd be happy to arrange for you to attend a class at the Pace University campus or have one of our faculty teach a demonstration class to your employees on-site.

*Over the years, Pace has
developed customized employee
IT education programs for
many companies, including:*

AT&T
Bank of New York
IBM
MBIA Inc.
PepsiCo.
Qwest
Readers Digest
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