

Friends,

Rarely do you find such talent, enthusiasm and a wonderful heart all in one place. But more than this, John knows his stuff. The challenge with academics is making students care. John's energy is ferociously engaging. Whether one on one or one on six thousand, he's speaking directly to you.

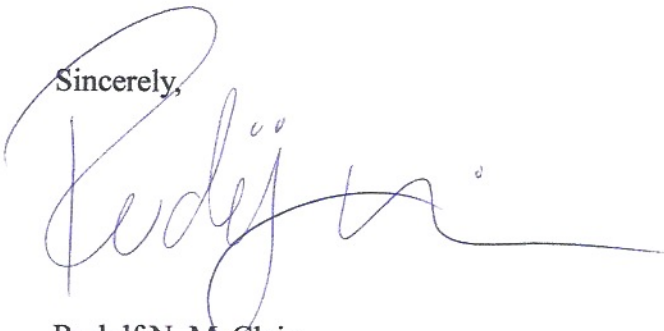
I first came into contact with John through my film *Merlove ~ A documentary about Merlot wine*. We connected through twitter and email. Immediately, even through these electronic connections, I could feel this man's passion and flat out love. We planned the entire Merlove screening in Blacksburg. He supported me moment by moment with his enthusiasm and well-tuned staff. The morning we were to meet for the first time, I called him on the phone just before breakfast. An explosion of genuine human love came through the phone and I realized that this was the first time we had ever spoken. The first time I met him we hugged like old friends.

This is the magic of John Boyer. His mere presence spreads through his personal universe and if you are a lucky astronaut who happened to fall into his orbit your are immediately taken in. You feel the joy as satellite planets whisper his name and you marvel at glowing moons reflecting his light. Soon, you see the man himself. It's a blinding light that's easy on the eyes and healing to the soul. He is the brand of person you want to know. You want to be part of his universe. It's full of love and knowledge.

Literally, from first contact you will feel this man's presence and immediately he will generate joy and enthusiasm lying dormant in students, faculty, the university and community. Soon all of these separate parts will synchronize, moving from within, gaining momentum, power, joy and order. You will rush to find the source and discover the presence of John Boyer. Everyone shines brighter because of him.

I recommend John Boyer with everything I've got.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Rudolf N. McClain', with a long horizontal flourish extending to the right.

Rudolf N. McClain
Director/Producer ~ Merlove