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To whom it may concern

Dear sir or madam,

All business requires the ability to think critically and understand human behavior and this is certainly true at CaseStack. I believe the new field of behavioral economics is at the confluence of these necessities. The tools and skills associated with this specialization enable people to ask the right question and identify quality solutions. For example, we need to understand how the structuring of contracts incentivizes carriers. We need to understand how proposed regulatory policies will differentially impact various transportation modes. We need to understand the nudges that can encourage our clients to more fully utilize our services. Taking classes related to behavioral economics will help train students in these areas and will better prepare them for a variety of careers in logistics as well as retail and other industries. Having a minor in behavioral economics would serve as a strong signal to differentiate these prospective employees, especially ones from the Sam M. Walton College of Business at the University of Arkansas which has developed a reputation for having high quality facilities and faculty in this area. Therefore, I strongly support the creation of proposed minor in behavioral economics.

Sincerely Yours,

A handwritten signature in black ink, appearing to read 'Dan Sanker', with a long, sweeping flourish extending to the right.

Dan Sanker

CEO & President