April 19, 2013  
Gregory L. Jackson  
CEO. XYZ Pet Store  
457 Mountain View Road  
Columbus, Ohio 43266  
Dear Mr. Jackson,  
It is with extreme pleasure that I am writing you today to inform you that the board of directors has selected you for the promotion of district manager of XYZ Pet Store. You started out at this company as a customer service representative and through continued display of excellence; you have worked up to being the current store manager in Columbus, OH. We have watched you continue to grow and it has become more than apparent that you are needed to guide all of the stores in this region to be just as excellent as your current store.  
Over the last few years of working for us at XYZ Pet Store, I have seen small changes being made that has led the sales in your store to rise. Your store has a very low turnover rate compared to other stores in your region, and with other competitors. You have also made sure that all inspections come back clean, and mystery shoppers are satisfied. The fact that you are self-motivated and know what to look for in employees make you an ideal person for the role of district manager.  
You had written asking that your name be placed into consideration for the district manager promotion, and the board agrees. XYZ Pet Store is about customer service, caring about animals, and increasing our revenues. You ask for clarification and support when needed, and make sure that your overhead cost is always in check. I expect those who work for my company to want the company to be financially successful, without compromising our mission statement to our customers.  
With this being said, it is my sincere hope that you will continue your law career with XYZ Pet Store as a district manager in Ohio. I am more than confident that you will be a perfect fit, and I have no reason to believe that you cannot handle the responsibility. I pray that you will still feel comfortable to come talk to me and ask questions as you require. My door is always open, and you are welcome to contact me, or the board of regents. I am available anytime on my cell phone at 555-555-5555 and through email at [email] I look forward to speaking with you in person about your promotion in this company with you.  
Respectfully,  
Michael Hancock  
Michael Hancock, CEO  
XYZ Pet Store