



Dear Joel,

I just have to tell you, **I LOVE THE LITTLE CD-ROM** of our property. What is even better is that our clients love it too! Everyone we've sent it to or given it to has raved about it! We've had such great response. So far it has been instrumental in closing four new accounts in Europe, two in Canada and two in the USA. That's pretty good return on investment in my book.

I know we were not the easiest company to work with, but your patience, and particularly your insight and ability to understand what we were trying to convey made working with you a pleasure.

I hope you are as proud of the Days Inn CD-ROM as we are. Thank you all so much for all your efforts. I will recommend you without hesitation because you are wonderfully creative, follow through with your projects in a timely manner and deliver a superior product.

Thank you all so much.

Warm Regards,
Anita D. Price
Director of Sales and Marketing





To Whom It May Concern:

This is a letter to commend the production team of Joel King, Ian Lauder and Tom Granger for the development of the Lindblad Expeditions/Marine Stewardship Council CD-ROM project. The project itself was somewhat unorthodox and complex, posing some particular challenges:

- 1) The project was a collaboration between three loosely connected organizations: Lindblad Expeditions, the Marine Stewardship Council, and the Alaska Seafood Marketing Institute.
- 2) The target audience was not the people who would be the primary recipients of the card.

Therefore, the design required that the card effectively encourage transfer of the card from the initial recipient on to the target audience.

3) Given the variety of organizations and audiences involved, the specific tracking arrangements to determine effectiveness with differing audiences and differing targets was especially complex.

4) The material that we wished to communicate was text-heavy and did not fit cleanly into their existing format.

Given these challenges, Joel, Ian, and Tom displayed extraordinary creativity, adaptability, and commitment in accommodating our desires and making the project a success. They took the time to get to know the organizations involved and the issues to be presented, and their creative input was absolutely in line with the project vision.

As a result of the success of our project and the enjoyment and shared commitments that we experienced during the project, I heartily endorse the work and professionalism of this team. Please feel free to contact me if you have any further questions.

Sincerely,

Tom O'Brien
Director of Environmental Affairs
Lindblad Expeditions



Valentini's **FINE WINE LINE**

Dear Joel King,

I wanted to take this opportunity to thank you and your team of Ian Lauder and Tom Granger, for the outstanding effort in the production of our CD-ROM Virtual business card.

We appreciate your team's creativeness and hard work which pleased us beyond our expectations. Working with contacts throughout the country, we rarely see such professionalism as your team demonstrated on our project.

I will be showing everyone our new marketing tool and will be passing your names on for recommendations.

Thanks again, it was a pleasure.

Best regards,

Andrew Kalmbach
Project Manager
Valentini's Fine Wine Line

