



Drive your Business *with ours*.



April 4, 2009

To Whom It May Concern:

Please accept this letter of recommendation on behalf of Joe Paul.

My company recently had the need for a contract graphics artist to assist with the development of both logos and new/fresh marketing collateral, for multiple business lines.

I should also point out that I am a particularly “hard grader” and my expectations of our final work product were extremely high.

Joe assisted us with our project on a consulting basis. Simply put, Joe is a “game changer”:

- During the early phases of the project, and even during later iterations, he presented several options for us to choose from, all of which strongly captured our corporate identity and the ideas that we were trying to present.
- When we short-listed some concepts and art, he did a phenomenal job of refining both our logos and marketing collateral, with each iteration better than the last, until a final “that’s it!” version was created.
- His soft skills are perfect; he was strong enough in being the consultative voice making recommendations, but equally respectful if an idea or iteration was chosen that may have differed from his personal favorite.
- Joe was particularly reliable, even making himself available in the middle of a family vacation, during which he pulled over on a highway to e-mail us material that we wanted to work on during a one-week period where he was off the project due to a planned trip.
- He displayed a tremendous amount of patience with some content changes and revisions that were the responsibility of other people on the project.

**The result was marketing material that rivals that of any larger, well capitalized companies with in-house marketing departments or ad agency budgets**, in the opinion of many people that reviewed what was created.

**Without hesitation, I’d recommend Joe as a “top 10%” performer in his domain.** *I can’t recommend him strongly enough.*

Please feel free to contact me at (813) 676-6400 X 2004 should you have any questions.

Sincerely,

James Barge  
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