



**ODYSSEY**

COMMUNICATIONS GROUP

To whom it may concern -

I am a producer of strategic business communications. My projects serve corporate objectives from interactive learning to external marketing with solutions that range from lap-top presentations to international meetings. Jim Sturdivant wrote some of the best of those projects, including our own marketing video.

Jim has been especially valuable to us in the design and writing of my larger and more complex projects. For example, he has written every printed, projected and spoken word of three-day international meetings, including the initial communications concept proposal, executive presentations, product presentations, motivational exercises and strategic entertainment. My clients are comfortable with him and his ability to comprehend their communication needs and provide the appropriate solution.

Another example of the scope of project we like to save for Jim is a seven-hour, fifteen-tape employee training program for Renter's Choice. This project first presented a substantial organizational challenge, which Jim handled admirably. Then it presented a creative challenge, in how to capture and hold the attention of MTV-generation trainees while teaching them the importance and implementation of the complicated rent-to-own process. At this Jim excelled.

While much of Jim's work for me involved writing, Jim also comprehends the implications of a technology and can apply it to practical communications products. This has been especially true as we transitioned into digital solutions.

For his organizational skills, his creativity and his ability to think strategically, Jim has been one of our most valued suppliers. I would recommend him with out hesitation.

Sincerely,

Ronald Grayson  
President  
Odyssey Communications Group