



To whom it may concern -

After 20 years in the marketing presentation business, I can honestly say that Jim Sturdivant is the most effective writer I have ever worked with. As an account executive, marketing director and Manager of Internet Marketing and Content, I have worked with Jim on projects ranging from million-dollar meetings to award-winning web sites. During that time I have especially appreciated his ability to write business-winning proposals, where his layered approach produced communications that were consistently clearer, more concise and more compelling than the competition's. Over the years, we have won and produced communications projects worth millions of dollars.

Another thing I have appreciated is Jim's versatility. I have never had a project he couldn't handle. Whether we've been training salty-snack salesmen or communicating the inner workings of the world's largest privately-owned computer system, Jim has been equally effective. He has always dug deep enough to understand the unique needs and strategies of the individual client involved and then designed and written from that perspective. And we've never served a client who didn't come back for more.

Currently, Jim is the writer of choice for all my marketing and communications needs.

Best Regards,

Dee Soffar
Manager, Internet Marketing and Content