

September 7, 2010

Nicole Murn-Morrison
Ripple Effects Marketing
1589 Skeet Club Road STE 102
High Point, NC 27265

Dear Nicole,

I wanted to take a moment to let you know how much I appreciated your creativity, hard work, dedication to your craft and professionalism during your contract engagement with Cali Pearl.

We first connected at the Pink Pancake Breakfast for Breast Cancer Awareness last year and I had no idea that you would bring so much talent and enthusiasm to my organization. Your press releases catapulted the Cali Pearl brand throughout the Triad as well as the internet. You also allowed me an opportunity to meet other professional women in the local area in a manner that was truly fun and exciting, shooting a local commercial. I think everybody saw that commercial! Thanks for my 15 minutes of fame!

And you didn't mind when I asked if you would create releases for the non-profit organization I volunteer for, Save the Arts Foundation. The releases you wrote for them were as professionally written and exciting as the releases you prepared for Cali Pearl. And your willingness to work the red carpet and interview artists from around the country was greatly appreciated. An act of kindness I can never repay. As a matter of fact, a short version of the First Annual Save the Arts Awards can be found on YouTube at http://www.youtube.com/watch?v=K_HV_dZWTEw.

From my observations, you are a creative and original thinker. You have demonstrated excellent powers of observation, and an ability to communicate and suggest change in effective but non-threatening ways.

I have no doubt that Ripple Effects Marketing will become a successful firm in the near future. Thanks again for your support. Peace and blessings to you and yours!

Sincerely,



Sherri Brown
The Cali Pearl Corporation
Managing Partner

