

January 22, 2010

To Whom It May Concern:

Lara Ortiz and I have worked together for the past 2 years as collaborative counterparts at Brunet-García. Lara will quickly prove to be an indispensable asset to any organization, just as she proved to be a strong leader for our agency. I offer my highest and most enthusiastic recommendation for Lara, who is:

Visionary. She is able to conceive and articulate the big picture. Whether it is a new marketing campaign or an entire business model, Lara understands how all the moving parts come together.

Creative. When faced with constraints, she has the unique ability to see multiple options in order to meet challenges and solve problems.

Strategic. Lara knows which resources to deploy and when to accomplish her goal. She knows which battles to fight in order to move the business and her clients in the right direction.

Industrious. She is nearly tireless. Quite simply, she gets the job done and is willing to do whatever it takes to finish it.

Practical. A lover of good ideas, combined with the ability to know which ones will really work.

Funny. Her sense of humor never wanes, even in tough times. She is a happy person and fun to be around.

Conscientious. She cares about what she is doing, the people she works with, her world and our business.

Thank you for considering my highest recommendation for Lara.

Sincerely,



Tim Kinney
Vice President