

To whom it may concern:

It is with sincere enthusiasm and extreme confidence that I recommend *Hill Rawls Marketing Consultants, LLC*. (HRMC) to your organization for its marketing communication needs. The Wheeling Park District began its relationship with HRMC in 2002 and it continues on today. Since the Wheeling Park District began its work with HRMC, the agency has greatly improved the quality and overall effectiveness of its communication and promotional efforts. These improvements have assisted the agency in increasing its awareness and exposure to the community and beyond.

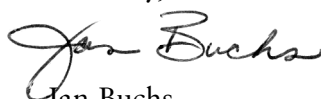
HRMC's initial work began with inventing and promoting a new image for a renovated golf course owned by the Park District, now known as *Traditions at Chevy Chase Country Club*. The renovation of the golf course meant building a new clientele base, which required a much different approach in promoting and marketing the facility. HRMC worked with staff to create a new image that matched the caliber of the golf course, and designed a program to effectively promote its offerings. This new image assisted in building a new clientele base increasing overall sales, which ultimately resulted in net returns that far exceeded expectations. HRMC established a standard of high-quality promotional tools that assisted in setting *Traditions* on a path to success. Today, *Traditions* continues to build upon its existing clientele, and each year improves its overall bottom line.

In addition to the golf course, HRMC worked with the entire organization to conduct a communication audit. This project resulted in the Wheeling Park District evaluating its identity and overall communication methods. Through the audit process, a new, updated logo was created and the mission statement was revised to better reflect today's Wheeling Park District. These two items alone increased Park District awareness and, based on comments made by residents, the community approved the updated and refreshed look of its Park District. Beyond the logo and mission, HRMC revamped design and layout of all promotional materials, including the program guide and website. These improvements have had a tremendous impact on the way the Park District promotes itself and the results are extremely positive.

The Park District's relationship with HRMC has proven to be positive for both the agency and its community. HRMC approaches the work professionally, responsibly and with integrity. The staff at HRMC worked with the Park District to develop a promotional budget that was affordable without sacrificing quality of work. The Wheeling Park District is extremely pleased to have HRMC as a valued team member and looks forward to a continued relationship. I highly recommend this firm's services to meet your marketing and communication needs.

Should you need any additional information regarding HRMC, please don't hesitate to contact me at 847.465.2935.

Sincerely,



Jan Buchs
Executive Director