

To Whom It May Concern:

This letter is my personal recommendation for Ken Quinn. For the past 5 years, I have been Ken's immediate supervisor during his tenure at VSA Partners. I find him to be an exceptional brand and communications strategist who is always passionate about tackling assignments with dedication and great rigor.

Besides being a great colleague to work with, Ken is a take-charge person who is able to present his thinking in a clear and compelling way. He knows the value of communicating the benefits and compelling nature of the ideas he generates. He has successfully helped develop dozens of marketing plans, research initiatives and multi-faceted brand strategies that have resulted in success for the clients we serve. During his time at VSA, we saw an increase in the business we conducted with his key accounts that were a direct result of the plans he helped implement.

Along with his marketing and strategic duties, Ken was also extraordinarily helpful in other areas of the company. Ken assumed leadership roles in the facilitation of brand summit sessions, helped arrange extracurricular activities for the staff and was always a motivating force for other employees. And finally, Ken is very active and committed to volunteer efforts in the community and non-profit sector. His work for the Chicagoland Bicycle Federation and Chicago Children's Theater have made a significant difference for each of these organizations.

I highly recommend Ken for employment. He's a team player and would make a great asset to any organization.

Sincerely,



Dana Arnett
Partner, CEO
VSA Partners, Inc.

