

In preparing to write this recommendation, I took a colleague's advice and made a list of those qualities that came immediately to mind when I thought of Greg. They were:

- Excellent writer (technical as well as business-style)
- Creative
- Innovative
- Self-motivated
- Works well with others

As a lead copywriter, Greg quickly established himself as a person of unusually high standards. In my experience working with him, he never failed to deliver to the client's satisfaction. What he may have lacked in technology background, he more than made up for with research and developing strong relationships with the client. It is not surprising that those clients that worked with Greg often elected to engage us for additional projects.

All of us at KVO were greatly saddened to see Greg go. In his four years with us, he became a very important part of not only the quality work we sought to do for our clients, but also of the culture of the agency. As someone who has managed people for many years, I can tell you that it's rare enough to find a person who meets the demands of their position. It's another kind of fortune altogether to work with someone who also makes it fun to come to the office.

Sincerely,

Eileen Drake

Former Vice President of Karakas, Van Sickle and Ouellette (KVO) Advertising and Public Relations