



February 15, 2007

To Whom It May Concern:

Martha Roden stepped into our small press publishing business just as we were considering moving forward with creating a Website for our company. Martha presented herself to us in a professional, intelligent and friendly manner. We liked her and her style right away. She listened to our visions and dreams; she queried us with who and what, then armed with that assessment, she designed a plan for us that would meet our Website needs in both content, framework and audience scope.

As we began to incorporate her plan for us, Martha responded with information, priorities, steps, the scope of work she would address and the scope of work we needed to address all within our given timetable. Martha became a part of our publishing team right away and that "stepping into our shoes" gave us the best of her. All her intention and focus was on how to best serve our Website needs, while educating us in the process.

We were first presented with a Website map showing us the pages that should make up our Website. Then, as we were working on our content, we were presented with concept mockups of our future Web pages, showing us basic layout. Martha gave us the parameters of how Website content differs in scope from, say, a pamphlet of similar material. She assisted us in the editing of content specific to meet the needs of the Web pages. Throughout the whole process, Martha gave freely of her knowledge, skill and expertise about evaluating our Website usability for our client.

Ms. Roden is a highly dedicated individual who is an asset to any organization wise enough to invite her to join their team. Thanks to her gracious work we are now in the next phases of completing our Website: design, development and maintenance.

We highly recommend Martha Roden!

Sincerely,

Toni D. Holm and George E. Tice

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