

July 24, 2008

To whom it may concern:

I am writing on behalf of Sylvia Dana. Unfortunately, due to the loss of major funding and a change in strategic direction, we have been forced to make some very difficult decisions recently. As a result, we were left with no choice but to let Sylvia go.

Sylvia came to us out of the blue, applying for the position as our eMarketing Coordinator. On paper she did not quite have the skills needed for the job, but we had a sense that she was a self-starter that would die trying to learn everything she needed to know on her own to get the job done. We were absolutely right!

Within days of her hire, Sylvia gained the respect and trust of our entire team, being recognized as a gifted leader and extremely hard worker who needed very little supervision or direction. Her insight and ability to challenge us to ask the next question instead of just "filling in the blanks" proved to be the tipping point for many of the problems with which we have been struggling for years.


Sylvia is a self starter who hits the ground running with the ability to plan and implement realistic marketing and communication strategies. Because of our narrow budgets, her department was very understaffed. In order to expedite the increasing work, she developed many new processes and policies that cut overhead time/costs by at least 20%. In addition to her eMarketing responsibilities, Sylvia also took on the development of brand new curriculum for our character development program in high schools, helping breathe new life into a important program that had been left untouched for years.

It wasn't until we restructured the organization, giving her more authority and control, that we were able to see all of the amazing gifts. While she is extremely talented as a writer, marketer, and designer, I believe that Sylvia's true talents are in analysis, team building, and leading by example. I have never had the pleasure of working with someone who was as eager a self-starter and hard worker.

Personally, I have come to rely on Sylvia's calming influence in the office. Even amidst the most difficult times, she is able to separate her own personal aspirations and focus on the needs of the team and the organization overall. We are all sad to see her go.

I would like to make myself personally available to answer any questions you might have. Please feel free to call my cell at (231) 557-1643 or email me at: steve@gospelcommunications.org.

Sincerely,


Steve Ramsey
Senior Director of Ministry Operations

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