

July 8, 2010

Reference: Jodi Powers

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DLR Group experienced a staff reduction throughout all of our offices December 2009 due to the current economic downturn. Regrettably, Jodi Power ass affected by this staff reduction in the Phoenix office. This letter is being written in unanimous support of Jodi Powers as a talented public relations professional and valued employee. I admire her unique talents, passion, dedication, creativeness, and commitment she exhibited with our firm. These qualities are very difficult to find, but they are embodied in Jodi's DNA.

Jodi exhibited great enthusiasm, dedication and commitment in developing many K-12 proposals, interview materials and award submittals for our school districts — including the Paradise Valley Unified School District. Jodi wrote the award submittal for PVUSD's Copper Canyon and Sonoran Sky Elementary Schools, both of which were published in the American School and University's 1993 Architectural Portfolio.

In addition to the award submittals Jodi managed for the Phoenix office, she also managed national award submittals for many DLR Group Forums to amass more than 70 awards and recognitions on behalf of DLR Group and its clients.

Every month for 13 years, Jodi shared with the Phoenix staff information on the firm's national highlights related to projects, awards, national speaking engagements, publicity, etc.

Jodi's responsibilities as DLR Group's national communications and public relations leader resulted in hundreds of internal and external articles written about DLR Group's clients and professionals, which, over the course of her tenure at DLR Group, created a strong and consistent brand image for the firm and its clients.

When you read her work — whether it's about describing the reading, writing, and arithmetic repeating brick ribbon patterns at Copper Canyon and Sonoran Sky Elementary Schools, or the wayfinding navigational design of Boulder Creek High School, or the ancient cultural symbols incorporated in the Salt River and Tonopah High Schools — you can discern her passion in telling the story of the client's vision.

I feel that Jodi will be a tremendous asset to any firm that is looking for the qualities she possesses and the passion she brings. I am providing a heartfelt recommendation and endorsement for Jodi Powers for consideration of employment.

Sincerely,



Richard Y. Pawelko AIA  
Senior Principal