



August 24, 2017

Reference: Recommendation for Mr. Steve Hinnant

To Whom It May Concern:

I am pleased to write this letter of recommendation on behalf of Steve Hinnant who worked as a Marketing and Business Developer for Edison Foard. Mr. Hinnant first associated with Edison Foard in July 2014 as a contract employee. In January 2016, Mr. Hinnant joined the firm as a fulltime Marketing and Business Developer.

During Mr. Hinnant's time with Edison Foard, he focused on updating our firm's image in the community through a focused rebranding effort. Steve started by creating a series of corporate images that reflected the corporate culture of Edison Foard and would later serve as the foundation for our company's rebranding efforts. As a career construction professional, Steve has a strong working knowledge of the industry and identified unique ways to categorize our work into primary market segments. Through Steve's strong graphic design skills, he developed market-specific materials including (but not limited to) brochures, flyers, and electronic media. These professional and ready-made marketing materials provided a depth and flexibility to our marketing tools that we had not previously possessed and will continue to serve us well into the future.

One of Steve's responsibilities was to develop and manage our webpage and social media, such as Twitter. Under Steve's leadership, our webpage transformed from a generic, ordinary webpage to a mobile-friendly, interesting, and dynamic page. In addition, Steve assumed responsibility for reviewing the hosting cost of the page and could reduce our annual hosting costs. Steve also introduced the ability to monitor effectiveness of our digital marketing efforts through google analytics.

Steve also worked on developing prospect lists and calling on potential clients either through digital media, telephone, or in-person meetings. He always provided a friendly and professional face for our organization with prospects, clients and in the community.

Steve also took responsibility for preparing responses to Request for Proposals that Edison Foard was pursuing which oftentimes required working with executives to identify Team members, create narrative responses, graphic illustrations and assemble financial information. Additionally, Steve integrated well into major Joint Venture pursuits where Edison Foard worked with other firms to prepare responses to RFPs, and he consistently provided strong support for these important and often time-sensitive activities.

Steve is a creative and skilled marketing and business developer who combines his knowledge of the industry, his creativity, and his positive personality to create effective practice in his trade. We value Steve's contributions to Edison Foard and give positive recommendation for his future professional endeavors.

Sincerely,

A handwritten signature in black ink, appearing to read "Edison P. Cassels", with a long horizontal flourish extending to the right.

Edison P. Cassels
President