

STATE OF VERMONT
DEPARTMENT OF TOURISM & MARKETING



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Mr. Steve Jermanok
89 Roundwood Road
Newton, MA 02464

Dear Steve:

I wanted to take a moment to formally thank you for your invaluable contribution to the Public Relations session at the 2004 Vermont Travel Industry Conference on December 1 at the Wyndham in Burlington. As you know, the session was very well attended and I have so far heard only very positive feedback.

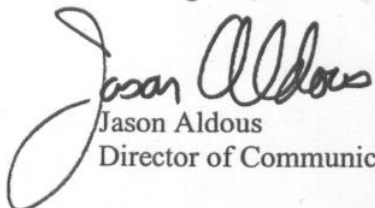
Your presentation was concise, frank, and very illuminating, even for those in the room who have worked with journalists for years. It offered real-world insight as to how a freelance journalist works, what you expect from PR professionals and, most importantly, the things that PR professionals should never do.

Your comments helped many in the room understand for the first time how they can package something into a creative pitch, and how you then take that kernel of an idea and transform into a great piece. Interestingly, one of the most oft-repeated comments was that it meant so much more to hear advice from a journalist who had written so extensively about Vermont. People said they found the following Q&A to be most helpful and wished that it could have gone longer.

I hope to have the opportunity to work with you again in the future on a similar project. Please also feel free to use me as a reference for anyone who might be considering you as a speaker. I would happily offer my heartiest endorsement.

Thanks again, Steve, for a great presentation.

Best regards,


Jason Aldous
Director of Communications

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