

Smith, Kempton & Watts

Consulting and Governmental Relations

March 1, 2001

To Whom It May Concern:

This purpose of this letter is to commend Ms. Linda Holderness to you for your consideration as an individual who has established herself in the field of public and community relations. I had the pleasure to work with Ms. Holderness in her capacity as Information Officer for a major public works project in the City of Folsom, California. In this role, she handled a broad range of activities, including preparation and dissemination of press information, writing articles for media outlets, designing and maintaining a website, managing public education and outreach activities and creating informational materials for public distribution. These activities and her role were essential to the successful completion of a \$75 million bridge project in the heart of an historic business district surrounded by residential development and an environmentally sensitive river parkway.

Ms. Holderness brings an exceptional degree of experience and capability to the work in which she is engaged. She has an incredible talent in being able to translate highly technical information into a format that is interesting and understandable to the lay reader. She is a diligent and creative worker and takes great pride in performing assigned tasks in a thorough and timely manner. She possesses a high level of sensitivity in dealing with the public, and is well-seasoned in handling media contacts on sometimes controversial topics. In short, Ms. Holderness is a talented, motivated and experienced public affairs consultant. I heartily endorse her candidacy for any position involving public information or outreach, writing and communication skills or interface with media outlets.

If I can provide further information regarding Ms. Holderness' capabilities, please do not hesitate to contact me.

Sincerely,



WILL KEMPTON

Partner

CC MYERS INC.

June 26, 2001

To whom it may concern:


As Project Manager for C.C. Myers, Inc. on the recent construction of the Lake Natoma Crossing in Folsom, I came to know and respect Linda Holderness. Linda served on the project team as Folsom's Bridge Information Officer. Her role was to keep the public informed on the progress of the work through a weekly newspaper column, periodic public meetings and newsletters, and presentations to civic groups.

Linda has impressed me with her willingness to do what it takes to meet the deadlines as they arise and her ability to communicate with the public, as I expected. What impressed me more was her ability to take technical details of the work and communicate it in layman's terms accurately. My experience has been that the translation process usually results in something that isn't quite right. Knowledgeable readers often cringe when they read about cement bridges (its concrete, not cement!) held together with structural steel (its bar reinforcing!). This was never the case with Linda's column. Not only could she put the details into simpler terms, she got it right.

I think the difference is that Linda really cares about the quality of the job she does. Her column didn't just fill a spot each week, it gave real information in an interesting way. The subject matter varied from explaining how post-tensioning works to the steel sculpting talents of the ironworker superintendent. The weekly progress report let the public know what they were looking at, why it was important, and what to expect next. The public support of this very successful project was greatly enhanced by Linda's effort and attention to detail.

I would highly recommend Linda Holderness as information officer on any project. I can be reached at our Rancho Cordova office at (916) 635-9370.

Sincerely,


George C. Delano, P.E.
Project Manager
C.C. Myers, Inc.