

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