



Co-Lead Sponsors:



CREDIT SUISSE

Featured Marque:



PORSCHE

**2011 Event
Committee:**

Co-Chairs:

Annie Gagliardi

Tony Parkinson

Committee:

Ed Davies

Jon Collins

Jon Duren

Henry & Rocky Grady

Leslie Herlin

Harold Jenkins

Bruce MacDonald

Pat Martin

Christian Nast

David Noznesky

John Payson

Jack Purdy

Bill & Mary Rachwal

Mary Reynolds

Jeff Rubin

David Singh

Paul Wynbrandt



Sally Lewis-Heims
Sally Lewis Media, Inc.
233 Barbados Drive
Jupiter, FL 33458

Dear Sally:

This year's 4th annual 100 Years of Cars Show was the most successful to date, as it stands from the cars exhibited and the gate numbers reflected, due in large part to your guidance and contacts. When the committee approached you to steer the advertising and media campaign for the car show, our expectations were that we would just get a Comcast media buy. Instead, we were advised on press releases, television, electronic (Facebook and Twitter) in addition to traditional radio. The result our numbers doubled across the board! The benefit, the Patriot Scholarship and The 100 Years of Cars Show are both on "the map".

We are very indebted to your work ethic, professionalism and counsel. You were there for us even when we suffered setbacks and offered solid advice for overcoming and facing the worst possible scenarios. Thank you for being the "needle in the haystack" when it comes to good media relations. You are a pleasure to work with and we look forward to future business.

Respectfully yours,

Annie Gagliardi & Tony Parkinson
Co-Chairs

The Pine School

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