

PERENICH, CAULFIELD, AVRIL & NOYES, P.A.

Personal Injury Attorneys Since 1955



**PERENICH
CAULFIELD**

TO WHOM IT MAY CONCERN:

Let me take a moment to share my experiences with Mr. **B.J. Key**.

B.J. has been instrumental in my marketing efforts. As a personal injury attorney, I have lots of ideas on how to reach potential clients, but I needed someone to creatively present my ideas. B.J. has been doing just that for many years. From my bi-monthly newsletter to pamphlets to other marketing pieces, B.J. has created masterpieces I am proud to show off. His talents are impeccable.

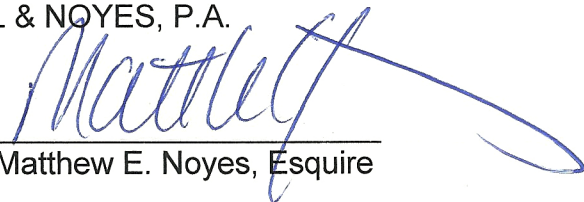
In addition to his talents, his patience are remarkable. As most attorneys, I admittedly am a perfectionist and a bit anal retentive. B.J. patiently accepted my multiple emails changing a small word here or there or a font size without complaint. He is always quick to respond to my requests.

It is an honor to have B.J. work on my marketing pieces. He appreciates what we are trying to portray in our various marketing items and keeps us consistent in our messaging (even when we are not). I would recommend (and have already recommended) his work to anyone who is in need of a professional, skilled designer.

Sincerely yours,

PERENICH, CAULFIELD,
AVRIL & NOYES, P.A.

By:


Matthew E. Noyes, Esquire

MEN/ms

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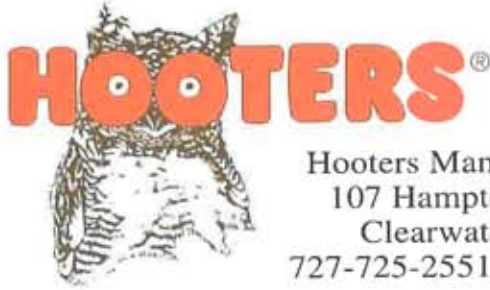
♦ Of Counsel

• Retired

* Board Certified in
Civil Trial Practice

Practice Areas:

Automobile Accidents
Aviation Accidents
Employment Law
Insurance Benefits
Legal Malpractice
Medical Malpractice
Motorcycle Accidents
Nursing Home Injuries
Personal Injury
Premises Liability
Product Liability
Social Security Disability
Truck Accidents
Workers' Compensation
Wrongful Death



Hooters Management Corporation
107 Hampton Road • Suite 200
Clearwater, Florida 33759
727-725-2551 • Fax: 727-725-4717

Re: B.J. Key

Dear Sir or Madam:

It is my pleasure to present to you Mr. B.J. Key.

Mr. Key has been our "go-to" person for many print documents associated with our business for almost three years. In each situation, he has performed at a very high level. Without question, he is hard working, reliable, honest, and a strong team player. His personality is very upbeat and positive.

Being able to excel in the graphic design industry requires high levels of both visual, verbal and analytical skills. Communicating well with supervisory staff, co-workers, and clients while constantly being stressed; motivating and leading others; anticipating and being pro-active; and reacting with grace and confidence to the unexpected on a moment's notice are all skill components of the industry that are also applicable to your organization. From our perspective, B.J. has stood out from his peers in each of these areas.

The delicate multi-tasking balancing act of time management in employment is not easy. Doing it at a superior level is even tougher. B.J. understands the discipline necessary to achieve one's goals and make a positive contribution every day.

I would recommend him highly to you.

Sincerely,

HOOTERS MANAGEMENT CORPORATION

Dan Babbitt
Vice President-Human Resources

DOB/db



Letter of Recommendation

To whom it may concern,

It is my pleasure to be able to recommend BJ Key.

He has been employed in the shop I manage for the past year, and he has been a great asset to the operation. His understanding of the techniques used in printing production are excellent, and his abilities in design and typesetting are superior.

He is always willing to help in any way with jobs around the shop, and does so with a cheerful demeanor.

I feel he would be a big plus to any company.

A handwritten signature in red ink, appearing to read "Jay DuGay". The signature is stylized and fluid.

David DuGay

Director of Operations

DVC Marketing



1815 Cordova Road Suite 206
Fort Lauderdale, FL 33316
P: (954) 530-6903

To Whom It May Concern;

I am extremely pleased to write this letter of recommendation for BJ Key. BJ and I worked collaboratively at DVC Marketing, specifically on the HOA Publishers division where I found him to be experienced, diligent and very knowledgeable.

One of the main reasons that BJ and I had been successful teammates on every project, is his ability to deliver and complete every task with utmost accuracy and the capability to meet the customer's needs and expectations. In his role as creative designer and production manager for HOA Publishers at DVC Marketing, we came across many challenges; his success in meeting all these challenges head-on was his ability to stay structured, thorough and goal oriented to complete time sensitive production deadlines.

During the time that I had worked with BJ, I had the opportunity to observe his interpersonal style as well– he is a pleasant individual who has excellent communication skills, maintains a positive outlook, and is always willing to lend a hand to ensure that a project is completed and meets the critical deadlines. Additionally I would describe him as a committed and extremely knowledgeable individual who has a great penchant for exceeding team and client expectations. BJ is a consummate multitasking individual and has ensured the efficacy of many projects due to his superior organizational skills.

I fully recommend BJ for a position with your company as I am positive of his ability to undertake even the most complex of work. Please feel free to call me at (727) 331-1249 if you would like me to further elaborate on BJ's abilities.

Regards,

Mark Danyluk

(US Franchise Development & Support Manager)

Orangetheory Fitness



To whom it may concern:

I have worked with B.J. (William) Key on a wide variety of projects since 1995. As a Freelance Graphic Designer he has proven to be a great asset to any company.

As Owner of Olympus Printing, I've observed many strengths in B.J.'s performance. He provides excellent, consistent design and production work for print media and web. He manages his time well and can handle a variety of projects while meeting tight deadlines.

B.J. is well educated as a designer and performs job functions well. He's very knowledgeable with the various design software applications. He provides consistent and reliable work while meeting his deadlines. He takes design suggestions well, and is responsive to constructive criticism. B.J. has even been able to contribute to our Olympus team by sharing his knowledge in Photoshop techniques and assistance with our website on many occasions.

If you need any further information, feel free to contact me. B.J. has my solid recommendation; he will be a valuable asset to your company.

Sincerely,

A handwritten signature in black ink that reads 'Joe Soska'. The signature is fluid and cursive, with the first letters of 'Joe' and 'Soska' being capitalized and prominent.

Joe Soska
Owner, Olympus Printing
joe@olympusprinting.com
727-302-0919

THE TENNESSEAN

1100 BROADWAY
NASHVILLE, TENNESSEE 37203

To Whom It May Concern,

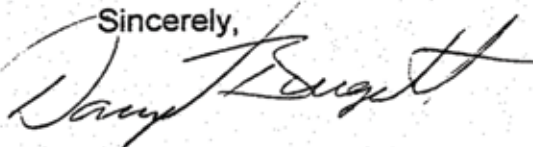
I have worked as an Account Executive for eight years at the Tennessean and Nashville Banner. One of my most demanding accounts is Electronic Express. They are considered one of our "Top Twenty-Five Accounts".

BJ Key has taken upon himself to be totally responsible for the typesetting, creative and graphic design aspect of producing the advertising for Electronic Express.

BJ is a valuable asset when we consider how much time is saved and how many errors are avoided because of his commitment and dedication to the Electronic Express account.

Most important, because of BJ's initiative in satisfying our customers' needs, we can achieve our goal to help Electronic Express become one of our "Lifetime Customers".

Sincerely,



Darryl Burgett,
Account Executive



A WORLD OF DIFFERENT VOICES
WHERE FREEDOM SPEAKS

THE TENNESSEAN

1100 BROADWAY
NASHVILLE, TENNESSEE 37203

To whom it may concern:

We hired B.J. Key as a part-time ad composition technician in September of 1993. B.J. is a strong performer and had been promoted to Mac operator, full time, in December of 1993. He was exposed to and dealt with every facet of our Account Services department, excelling at each new turn. Every project B.J. handled received careful attention to quality and detail. Specifically, he was responsible for the Electronic Express account. The customer was very pleased with the improved quality of his ads and increased his budget for newspaper advertising.

B.J. is professional, dependable, creative and hard working. He is eager to learn every aspect of our Production facility. He adapts well in a short amount of time, and thereafter requires little or no supervision.

B.J. is always searching for new ways to improve customer service or the quality of our products. For example, B.J. created a new customer proof tag to allow us to gain feedback regarding our departments performance. We implemented the idea in September of this year and the new coupons have already provided valuable feedback.

It is with sadness and understanding that I accepted his decision to leave The Tennessean. I can safely and confidently recommend him for employment. He has been, and undoubtedly will make someone else, an excellent employee. Please feel free to call if you have any questions regarding B.J. 's work performance.

Sincerely,



Tammi Janiga
Ad Services Manager, The Tennessean



A WORLD OF DIFFERENT VOICES
WHERE FREEDOM SPEAKS



TIMES- GAZETTE

Phil Roberts, Publisher

A Division of

Brown Publishing Company

209 South High Street, Hillsboro, OH 45133 ● (937) 393-3456 (Greenfield Office) - (937) 981-2141

To Whom It May Concern:

While working with me B.J.Key was an outstanding instructor. The department was just learning the fine points of electronic transmission for our paper and he taught us what he knew. If he didn't know, he would find a source to help. I have had several professional people try to teach something to me using technical terms I had not learned yet, but B.J. taught in a language that everyone could understand. Plus he has the patience of Job. He is a pleasure to work with. We use QuarkXPress, NewsEdit, Adobe Photoshop, etc. at the newspaper. B.J. is a very learned employee in all of these programs. He will make an excellent employee for anyone who hires him.

Respectfully,

A handwritten signature in cursive script that reads "Shelba J. Grim".

Shelba J. Grim
Composing Manager
Times-Gazette



Accents &
Occasions

FIRST COAST
DESIGNS



napco

Napco
Express

Dear Madam/Sir:

I am writing this letter of recommendation on behalf of Mr. B.J. Key.


B.J. has worked with Napco Marketing Corp for the past 2 years as our graphic designer. During that time, B.J. was responsible for catalogs, brochures, mailers and collateral sales/marketing materials. In addition, B.J. contributed to product design for both Napco's regular cataloged collections as well exclusive product development for national accounts.

As a result of B.J.'s creative expertise, we were able to dramatically change the look and feel of our sales materials and catalogs. These changes have all resulted in positive results both in terms of customer response and company cost reduction. B.J.'s background allowed him to contribute new ideas, looks and direction to the design department.

Due to changes in company direction, we have just restructured our creative/design department and eliminated positions/departments.

We greatly appreciated all of B.J.'s positive contributions to Napco Marketing Corp.

Sincerely,

A handwritten signature in blue ink that reads 'David Bailys'. The signature is fluid and cursive, with a long tail extending from the bottom right.
David Bailys
President