

April 21, 2009

To Whom it May Concern,

In Wyoming, I was given the chance to innovate new programs to help provide single moms raising their children opportunities to rise out of poverty with education, training in job internships and better paying jobs.

Facing a daunting challenge as outlined by the criteria for the single grant-year cycle--with **Brandt Ronat & Company** by my side providing the marketing strategies and implementation--we grew and took CLIMB WYOMING programs statewide.

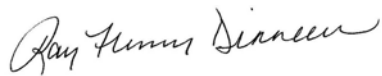
The work they did with us, as partners in spirit and in dedicated daily effort, was a significant success.

Since then we have served over 1000 families and helped them reach self-sufficiency; and we *conservatively estimate* the savings to the state of Wyoming, since that startup in 2003-4, as \$4,448,640 *annual savings*.

This effort by **Brandt Ronat & Company** required strategic thinking, swift and smart action and execution of marketing strategies, but also commitment to a long and personally demanding process, with great rewards to be sure, but with great "mountains to climb" as well. The team at **Brandt Ronat** helped write the marketing portion of the grant proposal, and when awarded, executed all needs--including creating the names, brands and graphics and positioning messages which they quickly nurtured and matured. They provided media strategies and executed an advertising campaign across the state, reaching into the rural areas of Wyoming. **Brandt Ronat** helped us make responsible choices for the collateral and documents for site leaders, and developed the web "hub" and repository of marketing materials so all could share, along with a secure database of stored information on participants and their progress. The distance was not a deterrent, with the Brandt Ronat team in Florida and the Climb Wyoming team located around the state of Wyoming -- BRC were constant and effective participants.

It was a challenging but wonderful time of great accomplishment; and we are still using many of the strategies and marketing materials developed by BRC to continue to serve our young mothers and their children in Wyoming.

Sincerely,



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