



July 15, 2011

To Whom It May Concern:

It is my pleasure to recommend brandt ronat + co as a strategic partner for your engagement. LEAD Brevard has worked with the leadership team at brandt ronat +co since 2006, both as a client of the firm and as a partner in community initiatives.


As a client, brandt ronat + co facilitated a strategic analysis process over many months of our organization's brand and market position; ultimately leading to a new brand, a new place in the market and new collateral to support both. As an organization invested in the success of leadership in our community, brandt ronat contributed over \$10,000 toward the success of this venture as a collaborative partner. As a local community based nonprofit, both the contribution and the expertise they brought to the table ensured our successful brand transition. .

I have also worked with members of the leadership team of brandt ronat in community initiatives and have found their first questions in any gathering to be similar; *What can we do to make this process better for all? How will the work we are engaging in benefit the community? What options shall we identify for shared success?* The firm is experienced, ethical, 'cutting edge' knowledgeable and enjoys a well deserved reputation in our community for collaboration and a mindset for shared agendas and revenue sharing opportunities.

As a member of a Space Coast Tourism Development Council, I am witness to their work in developing the Cultural Marketing Initiative (CMI), creating strategies and implementing the following goals: Preserve/Enhance the cultural, natural and historic attractions along the Space Coast; Promote attractions to residents and visitors; encouraging extended stays and return visits; Capture specific-purpose visitors, supported by data, to increase visits to and cross-promotion of cultural, natural and historic sites or events and Support marketing to visitors planning vacations to the Space Coast. The work is successful and is driving cooperative efforts in the tourism and cultural marketplace.

brandt ronat is strategically driven and creatively delivers excellent work. Please contact me if I may offer any additional information.

Best regards,



Kristin Barke, CAE
President and CEO
LEAD Brevard

Lead. Engage. Achieve. Develop.