



November 6, 2014

To Whom It May Concern,

Re: Art of Transition Nomination for Yolanda Beasley

As Vice President, Sales at Durham Radio Inc. and an active member of the Whitby Chamber of Commerce, I've had the pleasure over the past number of months to work with Yolanda on projects involving marketing for the Chamber.

This past year, Yolanda came up with a marketing concept involving the characters, "Bill & Charles" to help brand the Chamber and raise awareness about the benefits of being a Chamber member. The campaign included a very creative and well executed animation series with the characters in various scenarios as well as a series of radio commercials.

Yolanda's talents shone through on this project! She created the concept, manipulated the animated graphics to create a series of "visual commercials" as well as wrote the copy and voiced the radio series. We were very impressed with her ability to take this from concept to finished media. She excels in creativity as well as having the technical know how to use software to create the campaign, not to mention having a knack for being able to read the scripts in our studios like a professional actor.

Should you require any other information in support of this nomination, please contact me at 905-571-0949.

Yours truly

A handwritten signature in black ink that reads 'Steve Macaulay'.

Steve Macaulay  
V.P. Sales, Durham Radio Inc.