



December 14, 2011

To whom it may concern:

As the Manager of the Greater Washington Board of Trade's Professional Development Programming, I had the opportunity to collaborate with Lisa Nirell, whom we featured as a Business Workshop Series guest speaker.

Ms. Nirell was well-prepared, dynamic and highly-attentive to our audience. She developed tailored resources for our program and delivered practical, client-focused marketing tactics for enhancing performance and ROI. Via her book, *Energize Growth Now: The Marketing Guide to a Wealthy Company*, and her own professional experience, Ms. Nirell shared a broad scope of expertise for strategic planning and effective marketing.

Ms. Nirell conducts her business and overall brand with enthusiasm. She has developed a distinct style and offers transferrable tools for companies looking to take their marketing efforts to the next level. Ultimately, Ms. Nirell succeeded in meeting attendees' expectations and leaving them equipped to craft and implement strategies for measurable growth.

Sincerely,



Nicole Tarnogursky  
Manager, Professional Development Programs  
Greater Washington Board of Trade