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To Whom It May Concern:

It is a distinct pleasure to offer my highest recommendation for an extraordinary and multi-faceted individual who is a genius at packaging and presenting a message. Her excellent communication skills, regal temperament and professional appearance combine to command attention and achieve results. Moreover, her style is underpinned by high intellect and sharp wit.

In addition to this five star line up of qualities, Gayla Zoz is one of the most disciplined individuals I have ever met. She is highly organized and orderly but not to the point of being unable to work with those who are not. I particularly appreciate her ability to bring her prolific arsenal to the table without being overpowering. She possesses the finesse and restraint to apply her relevant tools while simultaneously drawing out and strategically utilizing the strengths of whomever she is representing.

I have witnessed first hand her ability to wade into a heap of disorganized information and quickly ascertain and organize the seminal issues into a coherent and compelling message which she knows how to deliver with maximum effectiveness.

Despite getting a late start in a hotly-contested race for Mason City Council with eleven other candidates (two of which were incumbents) we enjoyed a resounding victory. Praesentia not only quickly gave shape to the campaign but helped us deliver a clear consistent message to the citizens of Mason. A decisive victory on election day is indicative of Praesentia's expertise.

In short, Gayla Zoz is a valuable resource for any individual, company, organization or government agency in need of communicating an important message.

Sincerely,

Victor L. Kidd  
Mason City Council