

January 18th, 2012

Christina Gunbay

Über Organizing

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RE: Chris Handley

Dear PowerCore members,

From the moment my business mentor referred to me as “Übergirl”, a concept was born. I knew that she would bear my likeness and would wear a purple suit with a red cape. What I didn’t know, was how to take that vision and turn it into a seemingly-tangible graphic representation of myself. Fortunately, Chris Handley of Snowball Creative has the expertise to do just that.

From the outset, Chris helped me clarify my vision through a patient and understanding exchange of ideas and small “homework” assignments. Based on my feedback, he was able to use my rough sketch to manifest a vibrant and dynamic-looking “Übergirl”!

I am elated. My company is finally branded. The responses from friends and family have been overwhelmingly positive. I feel a renewed sense of motivation to move forward with gusto!

This letter, hereby serves as my official endorsement of Chris Handley and Snowball Creative. Feel free to contact me via telephone or email.

Sincerely,

Christina Gunbay

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