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Wednesday, June 14, 2023

I am writing this endorsement letter about a unique lady that I have had the good fortune of meeting over the past year.

As a small business owner for over 15 years, I am acutely aware of how important and critical the element of service is along with the power it holds. In a world filled with endless options to purchase anything under the sun, where does one possibly begin?

For example, if you are in the market to purchase a new car, why would you wrestle through Atlanta's challenging traffic to visit a variety of dealerships when you could instead, go online and make that purchase in record time? Conversely, why would you prefer to dine at the same restaurant or coffee shop several times a week when you could simply order online to have your food delivered or picked up?

I suspect that the answer can be found in the fact that human beings innately are social creatures and desire to connect with others versus depressing a few buttons. As Jim Carey once stated, "the greatest currency of all is how we make other people feel."

I am quite certain that Jacque Steever not only understands what being of service means but as a result, has been sharing her passion for drawing out her client's inner beauty for decades. Mary Kay has only existed for 59-years, and Jacque has consistently contributed to its growth for over 35 of those years. I can only imagine how many hundreds or thousands of faces that she has put permanent smiles on.

Over the past six months, Jacque has created for me several stunning gifts for my clients, family members, and other people that I know from scratch. With every design, Jacque's creativity as well as her heart is attached to each of these gift baskets. You can obviously see this by looking at her eyes light up each time that she does so.

This is precisely why I would highly recommend Jacque to anyone who is interested in feeling more beautiful perhaps prior to attending a wedding, a social event, an interview, or someone who generally wants to remain healthy looking for as long as they can.

Respectfully,

*Taki Pappas*