



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION®

September 3, 2004

Providing education professionals
in alumni relations, communications,
and fund raising with essential tools
to advance their institutions.

To whom it may concern:

It is with great pride that I recommend Chris Jordan to your team. Chris is a true creative talent and a flexible and professional team player.

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Chris has played an integral role on our promotions team at a critical time for us. During more than three years as a Web designer at CASE, Chris infused projects with innovation, best practices, and a winning style. Chris has achieved beautiful consistency between Web and print communications, displayed subtle sophistication in outbound e-mails, and infused several annual promotions in need of new life with fresh, focused direction. The strength with which Chris presents his work, and open nature with which he welcomes feedback is extremely productive. Great outcomes are the norm.

Chris has a very strong sense of design and makes problem-solving fun. In particular, he has a wonderful eye in the early stages for how to consistently apply one concept across a variety of messages/Web pages in ways that are easy and engaging for visitors. Chris has exhibited outstanding strategic thinking, writing, and image research/selection skills to our great benefit.

Please feel free to contact me to discuss Chris Jordan's work here at CASE. I will welcome the chance to sing his praises.

Best Regards,

A handwritten signature in black ink that reads "Anne M. Brown". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Anne Brown
Executive Director, Integrated Marketing
Council for Advancement and Support of Education