



October 13, 2006

To Whom It May Concern:

As current Chair of the Board of Directors for the Albuquerque Convention and Visitors Bureau it is my pleasure to recommend the services of Egret Communications. In 2005, the Board decided to take on the challenge of creating a comprehensive Master Plan for the destination's tourism industry. The Board and staff soon realized that to be successful we needed to elicit the assistance of a proven professional organization to guide us through the process of developing a plan that would work. Egret Communications was selected for the job because their proposal best matched our needs and style of doing business.

We were impressed with Bob Harvey and Diane Kelsey's complete dedication to the project, from the bidding process and throughout the year we worked with them on a regular schedule. They hit the mark on every point we advised them was important to our process. Bob became a recognizable face in the community in very short order. He met with our Mayor, City Councilors, community leaders, Board members and our members in general to solicit support for the process we undertook, and then the Destination Master Plan itself. Part of our success is owed to the broad communication and participation we were able to achieve within our community. Our challenges and opportunities were identified very quickly, and with Egret's help, we were able to state the challenges in a manner that did not offend any particular sector of the community. We actually unveiled the Destination Master Plan to the community three months ahead of our original schedule.

Due to the critical planning that was completed, we identified thirty-eight actionable items that the community is dedicated to accomplishing in phase one. The process that Egret facilitated helped energize our Board members and the staff and, just as importantly, has strengthened the respect for the Albuquerque Convention and Visitors Bureau and the tourism industry in the City. The Destination Master Plan is a dynamic work in progress. We have continued our relationship with Egret Communications and call on them when we need feedback. Bob and Diane are considered friends of the community. They made sure we had the ownership of the plan, and the confidence to see it through. We are working hard and smart with our many diverse partners in the region to elevate the viability of the destination. I am happy to report we have crossed a couple of action items off the list and are engaged seriously on the other items.

Albuquerque was happy that Egret Communications was able to connect with our needs and style so quickly. It really was a perfect match in our case. Please feel free to contact me personally if I can be of further assistance.

Best of luck in your endeavors!

Sincerely,

Rebecca Plutino
General Manger
Best Western Rio Grande Inn