

Few of the people I've meet who work in public relations and marketing can match Joe Loudon's intelligence, integrity, creativity and versatility. How many people about whom can you accurately say they are a professional writer, professional photographer, professional graphic artist and professional website designer? Just as impressive is Joe's ability to organize and strategize—and to genuinely connect with people.

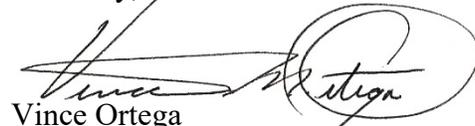
Jackson County's Community Backed Anti-Crime Tax (COMBAT) program involves more than 100 social services and treatment initiatives, myriad non-profit agencies, every local police department, the Prosecutor's Office, schools, hospitals, elected officials, and concerned citizens. We meet with people from all walks of life. I've seen Joe instantly put recovering addicts and gunshot wound survivors at ease, so that they will open up to him and share their stories. He has also become the go-to person for other members of our staff seeking advice and assistance or just needing someone with whom to talk. Joe's philosophy is simple: *no one has to earn his respect, everyone has it automatically.*

When we created a communications/marketing position for COMBAT, I knew Joe would be the right person for the job. I was already familiar with his work from his time in the county's Communications Department. (Under Joe's leadership the county went from having one of the worst local government websites in the area to one of the best.) He certainly stood out from all of our other applicants. My expectations for Joe were extremely high when he officially joined the COMBAT team in April of 2019, and he has continually met and often exceeded those expectations. I have come to depend on Joe's talent, experience and expertise—and to take for granted he will always do an exceptional job.

It is not hyperbole to say he can do it all. The quality of Joe's work rivals any I've seen produced by any marketing agency. He has become COMBAT's one-man PR agency. He simply has a talent for breaking down complex topics and molding messages that create in each target demographic a sense of clarity and being truly invested in an issue's resolution. The articles he's written for our website go far above and beyond what you'd expect from a typical PR specialist. His background as an award-winning feature writer shines through. He does more than inform, he engages. In the last few months alone, Joe's own storytelling skills have helped COMBAT receive some of the most positive media coverage it has in the last decade.

I know Joe and his wife have made the decision to relocate to the Rocky Mountains. Our loss will be someone else's gain. I honestly don't believe we would be able to replace Joe with only one person. Joe will never let you down. The quality of his work will lift you up.

Sincerely,



Vince Ortega

Jackson County COMBAT Director • Retired Kansas City Missouri Police Deputy Chief