

To Whom It May Concern:

It is my pleasure to offer this letter of recommendation for Joe Loudon, who I hired as a Media/Publications Coordinator several years ago. During Joe's time at the Kansas City Area Transportation Authority, he reinvigorated our communications efforts by his work on internal and external communications. When I first hired Joe, I was impressed with his strong copywriting skills, but soon discovered his eye for graphics and photography. A look through his portfolio reveals his talent in photography, and his creativity.

In addition to the strong skills set that Joe brought to the KCATA, I have to say I was most impressed by his work ethic. Joe did whatever it took to get the job done, and to manage a slate of constantly shifting priorities. Joe was always tuned into the big picture and frequently identified opportunities to try something new, or capitalize off of a nationwide trend in transit.

Joe's broad communications background makes him an asset in any communications setting. He was a reporter, so he knows how to think like a reporter. He knows how to pitch stories that will appeal to the media, positioning his organization in the most positive light.

When Joe left the KCATA, the position was not filled due to budget reasons. I can't tell you how much I miss his initiative, willingness to roll his sleeves up and dig in, his professionalism, loyalty and certainly his communications skills. He was someone I could count on in any situation. In answer to the old reference question "would you hire him again," the answer would be a resounding "yes, with pleasure."

If there is any other information I can provide, please call me.

Sincerely,



Cynthia M. Baker
Director of Marketing
Kansas City Area Transportation Authority