

Creativity...



June 1, 2015

To whom it may concern:

I have known Joe Gargiulo of JAG Public Relations since hiring him in November 2013.

At the time, I faced the most daunting challenge of my successful career in building construction and design. Specifically, my longtime business partner set forth on a self-destructive mission, and was determined to take me and 15 years of corporate goodwill "along for the ride."

I have a 40-year track record of proactively building profitable businesses using exceptional marketing, sales and communications, but I didn't know how to simultaneously create distance from my terminally ill business, launch a new parallel business, and complete construction projects in a toxic environment that threatened the wellbeing of clients who trusted me.

I needed a master wordsmith who knew what to say, but more importantly, what not to say. I also needed a PR and marketing practitioner who knew the proper channels for disseminating a proactive message in a highly reactive situation.

Joe proved to be the "war veteran" who helped me lead an offensive campaign as the best possible defense. Like me, Joe is a problem solver who asks a lot of questions before offering professional advice. Together we devised a strategy for developing a new corporate name, logo, website, URL and branding via email blasts, social media and other communications channels.

Today, I am back to proactively building a new business because Joe was able to help me safely traverse the treacherous terrain, and consequently, I recommend him without reservation.

Please contact me for additional information, questions or details.

Sincerely,

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