

To Whom it May Concern,

Terrie MacNicol worked for me as a graphic artist and multi-media specialist from 2000 to 2007, during my tenure as the Director of Communications at the Michigan Education Association (MEA).

During that time, Terrie reached farther and pushed the department further in its use of multi-media than any of her colleagues. She was a true standout in an environment that was often resistant to change and overwhelmed by member and leader demands.

Terrie embodied the value of lifelong learning and brought new skills, new ideas and a new vision to the department despite such challenges. She prevailed by being consistent, constant, professional and persuasive.

I credit Terrie with introducing digital video, animation, podcasting and other new media to MEA's communications toolkit and, thus, enabling the organization to reach out to younger members—the future—more effectively.

On the personal side, Terrie is hard-working, funny and brings a sense of calm to any project she work on. I always heard praise for her demeanor and her willingness to go above and beyond the boundaries of the job to satisfy the customer. That is invaluable in a member-based organization such as MEA.

I give Terrie my highest recommendation. She would add value to any organization she works for, though I believe her talents would be best used in environment that is progressive, challenging and innovative.

I am happy to answer any questions about Terrie's performance under my supervision. I can be reached at 313-806-8817.

Sincerely,

Margaret Trimer-Hartley
President and CEO, Junior Achievement