



January 5, 2010

Matthew R. Cuddy, PhD
Co-Founder
Newton Villages
45 Greenlawn Ave
Newton, MA 02459

Ladies and Gentlemen:

This letter is to recommend the services of Olga Rosenberg as a graphic designer.

I have worked with Olga intensively for the past two weeks. We are in the process of establishing a new non-profit organization, and developing a graphic identity is an important part of that process. Olga designed the logo at the top of this letter, which we are now incorporating into all our communications--print and electronic.

Olga conducted herself with the utmost professionalism. She was courteous and extremely responsive to our requests, which often came many times a day, and on holidays. She was also diligently committed to our project, investing significant time studying and photographing the villages that our organization represents. The work of Newton Villages is to sustain a coalition of residents and businesspeople to make the public spaces in our several village centers work as well as they can. Olga understood and respected our mission, as evidenced, again, by her very thorough work and her direct, no-nonsense approach.

Most impressive to me, however, was her ability to work with design input from multiple members of our advisory team. Before I met Olga, I considered "design by committee" an oxymoron. Her sensitivity to our group dynamics, and our differing perspectives, allowed us to work together through multiple design iterations until we arrived at our consensus design.

I am entirely impressed with Olga's work. If I have the occasion to work with a graphic designer again, I will certainly work with her. I would encourage you to do the same.

Sincerely,

Matt Cuddy