

August 21, 2007

Dear Joyce Evans,

I want to thank you for the excellent job you did on the Friends of the Texas Room website and the pleasure of working with you throughout the entire process. Our website is now up and running and our members are thoroughly pleased with your work!

After contacting numerous website developers and proposing our organization's project, I was very impressed with your design skills and reasonable pricing. I had "good vibes" about your company from the beginning and was pleased when our Board chose you to design and construct our site.

I really appreciate how quickly you interacted with me concerning issues such as text, graphics, and navigation. I also like the creative ideas you had concerning layout and colors so that our site would be both attractive and useful. You thoughtfully grasped the image we wanted to portray to viewers.

I also want to thank you for keeping us posted on a weekly basis on your progress with our project. You worded your helpful suggestions concerning our navigation issues in terminology we could understand. And you asked good questions that made us think about our site.

The Board was very satisfied when you soon sent us a mock-up of our website. I sent it out to our Board members to examine, and they responded with many positive comments. I also thank you for incorporating the suggestions our Board members had for the site.

I was particularly impressed with your creative use of our graphics, especially how you were able to crop details, magnify them, color them, and place them on our pages. You certainly captured the historical "feel" that we wanted for our site.

Also, I was extremely impressed with your courteous and concise interaction with the IT Department of the Houston Public Library who is hosting our site. All went very smoothly as you introduced yourself to them, asked questions, sent them our site, followed up on its upload to the Library's server, and oversaw its final appearance until it was just the way you designed it.

Now that we have "gone public" with the site, I have heard numerous compliments on how well designed it is.

I also appreciate your willingness to help me get started with its upkeep. Your suggestions on what software to order were very helpful. And I also thank you for offering to upload any changes to the site while I am learning how to use the software.

Your professionalism, technological knowledge, creativity, useful suggestions, clear and timely communication, and courtesy with us all made for a very satisfying experience with Niche Marketing! I would highly recommend you to organizations such as the Friends of the Texas Room.

Sincerely,
Jeff Lindemann
Editor, *The Texas Room Dispatch*
Friends of the Texas Room