



April 2011

It is with much enthusiasm that I write this recommendation for E&M Consulting, Inc. for any local association seeking to grow its events maintaining their value as marketing opportunities for its members, adding quality and professionalism to their existing event committee/staff, and significantly increasing non-dues revenue.

As the Marketing & Events Director for the Spokane Home Builders Association, I have had the opportunity to work with E&M Consulting, Inc. on growing both our scattered-site new construction home tour "The Fall Festival of Homes" to the largest in the State of Washington as well as our trade show "The Premier Home Improvement Show" into record-breaking numbers.

Over the last four years the Spokane Home Builders Association has seen continued growth in its events unprecedented due to the current economic climate working with E&M Consulting, Inc. The consistency of working with a professional sales team over time has kept our events sustainable while bringing their level of quality to award-winning heights. The added-value of having a professional sales team "contact" every member of our local association promoting the benefit of leveraging membership dollars for each member's increased marketability is bar-none invaluable to the staff of the Spokane Home Builders Association. They prove to keep the membership engaged while easing the load on a small staff to focus on other aspects of Association needs and duties.

Certainly our Association Board and Staff alike have found the E&M Consulting team to carve a unique, positive impression upon our membership. Not only have they made their priority clear to successfully meeting and often exceed our event goals, but E&M Consulting evinces a true sense of personal investment from every member of their team wanting to see the continued growth of our Association's membership. Hiring a sales team specialized in working with local Associations all across the country, has brought to the table valued perspective and insight for show concepts and tactics which has brought significant value to our major events.

If you are looking for a professional sales team backed with a web and graphics department specialized in association show sales and publications, then the team with low-risk, high-professionalism, and a proven track-record is E&M Consulting - and for the Spokane Home Builders Association Events, they have been the real spark-plug to our continued efforts & success.

Respectfully,

A handwritten signature in black ink, appearing to read "Katherine Morgan", with a long horizontal flourish extending to the right.

Katherine Morgan
Marketing & Events Director