



**VERMONT ECONOMIC
DEVELOPMENT AUTHORITY**

Vermont Agricultural Credit Corporation
Vermont Small Business Loan Program
Vermont 504 Corporation

April 12, 2005

Dear Diane:

It is hard to believe it has been almost two years since you were originally retained by VEDA in December of 2003. You were first hired to spearhead the creation of a short-term and long-term strategic plan to bring our organization in line with the goals I had for the next few years. Your areas of expertise quickly showed me you could help us live our strategic plan, as you said, in our work habits and you have helped us realize that.

You are extremely organized and professional in all you do for the leadership team and in your approach to training. You inspire team work and cooperation in all meetings. The strategic plan you wrote for us and with us is excellent and comprehensive. I appreciate that you are interested in seeing the plan become visible in everyone's work habits as we work towards the initial implementation of the lofty goals we have set into 2010; including helping me with succession planning and mentoring.

In order to hold everyone accountable to the individual and team goals we outlined in our strategic plan, I appreciate; along with my management team, the way you crafted a responsive, action-oriented employee development plan for our review process. The work you have done with each employee to help them design SMART goals that are tied back to each employee's individual roles and to our strategic plan, is outstanding. I understand how important it is that our strategic plan does not collect dust on my shelf, but that it is brought to life by the decisions and choices of each employee at VEDA, starting with me.

The fact you are able to continue to be retained by VEDA for several more years for a few hours a week will assist in our employee development. The plans you outlined to create customized training and development program for weekly learning sessions with the whole VEDA team is a good start to developing our learning culture. You have infused the desire in us all to increase our lifelong learning and helped us make the connection between learning and doing so that we are operating more efficiently while enjoying our work and feeling satisfied with our accomplishments. You have a unique way of bringing enthusiasm to

the workplace and improving morale while educating us in important business principles. Your involvement in leadership development with my Management and Supervisory teams is extremely helpful. You are making a positive difference with VEDA to promote self-fulfillment through leadership coaching and training.

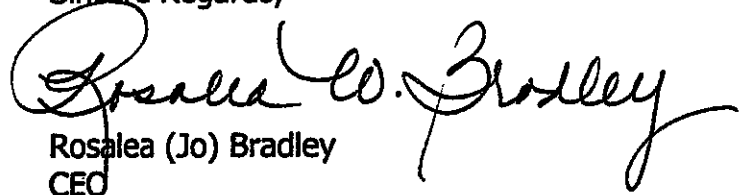
You have taught all VEDA staff important concepts, over many months, related to Project Management, Teamwork, Change Management, Stress Strategies and Effective Communication. As the Chair of the Process Improvement team you have helped us live your vision by *raising the bar* to improve how we do the work we do. You remind us of the importance of always caring for our customer as we streamline our workflow to become more efficient. In your work, the emphasis on *brain power as brand power* has helped the team at VEDA understand how we are unique as we better understand brand identity and market differentiation.

In summary, you are extremely knowledgeable and highly proficient in the field of organizational development. You have an amazing ability to bring to bear your talent and creativity to coordinate the people and systems within an organization. You are a natural team player and team builder and model well the interpersonal goals and professional standards you model while promoting your performance development materials.

I highly recommend your services for strategic planning, personnel management and leadership coaching, not only because of all these comments but because of your involvement with Norwich University as an adjunct professor. You are a natural curriculum developer which must come from all you are learning as you pursue your PhD.

You have a unique ability to translate management theory into practice and help us at VEDA be our best in simple terms we can easily adapt to our respective roles. I write this letter for your portfolio with no hesitation and hope this information will help others make the wise choice to work with you!

Sincere Regards,


Rosalea (Jo) Bradley
CEO