



March 24, 2011

Ruth Milligan, Principal
Ruth Milligan Communications/Articulation
265 Oakland Park Ave.
Columbus, OH 43214

Dear Ruth,

Those of us who worked so hard on our Experience Columbus annual luncheon cannot thank you enough for your contribution to this year's event.

When we began talking about doing something completely different this year, I knew we needed you and Articulation. From our early ideas, which admittedly were more enthusiastic than focused, you helped us shape a "keynote" segment of compelling stories and storytellers that thoroughly engaged our audience and communicated our key messages loud and clear. Plus, it was fun to work with you.

You pushed us out of our comfort zone with fresh thinking about what we wanted to achieve with our event. Then you helped make it a reality -- from strategy, to extensive research, to crafting messages, to training speakers, many of whom had never spoken before an audience of nearly a thousand people. (And they had to perform in the round, no less!)

The Experience Columbus annual luncheon is by far our organization's most high profile community event. The reviews this year indicate that this one was our best ever. Thank you so much for all you did to contribute to our success.

Sincerely,

Beth Ervin
Director, Communications