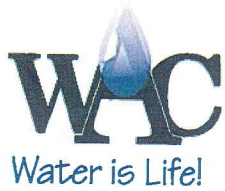


Submitted by staff
at 3/20/13 meeting
Item 2



Water Awareness Committee
OF MONTEREY COUNTY, INC.

California-American
Water Company

November 3, 2011

California Water
Service Company

To: Whom It May Concern

Castroville
Community Service
District

RE: RECOMMENDATION FOR THOMAS BRAND CONSULTING

Marina Coast Water
District

The Water Awareness Committee of Monterey County, Inc., (WAC) is pleased to provide this Letter of Recommendation for Thomas Brand Consulting (TBC). TBC was contracted by WAC to provide event management support, promotions, and advertising services for the Water Awareness Day Celebration (WADC) at Del Monte Shopping Center for 2010 and 2011.

Monterey County
Health Department

These services included sponsor promotions, exhibitor solicitations, on-site event management, Water Treasure Hunt passport and event program printing, website support, regular event Facebook page management and postings, and event promotional advertising on local radio and television. TBC also secured a radio sponsor for a Water-Wise art contest and obtained grant funding to help support the event at no extra cost to WAC.

Monterey County
Water Resources
Agency

TBC exceeded expectations in performance and customer service. Their team is comprised of local industry professionals who are committed to the betterment of our community. Their local connections also provided cost benefits to WAC by partnering with area vendors, businesses, non-profits, and other community groups. TBC provided a "turn-key" approach to managing our event, while working closely with the WADC Coordinator and event subcommittee.

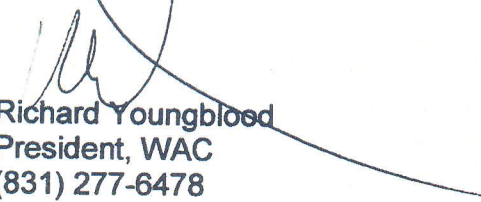
Monterey Regional
Water Pollution
Control Agency


Please feel free to contact us for additional information.

MCSI Water
Systems
Management

Sincerely,

Monterey Peninsula
Water Management
District


Richard Youngblood
President, WAC
(831) 277-6478


Karen Harris
WADC Coordinator, WAC
(831) 645-4604

Rancho Cañada Golf
Ranch

Laguna Seca Golf
Club

City of Soledad



15 June 2012

RE: Letter of Recommendation

To Whom It May Concern:

It is with sincere pleasure that I write this letter of recommendation for Thomas Brand Consulting. Since the spring of 2010, BuildingWise has retained Thomas Brand Consulting (TBC) for public/community relations, marketing, copywriting, media relations and branding services.

The TBC team facilitated a complete re-brand of our growing company, as well as managing all strategic communications related to BuildingWise. From the writing and redesign of our website, to the design and writing of a bevy of collateral materials, TBC has helped BuildingWise to create a strong, consistent brand, separating positioning our company above the competition, locally, nationally, and internationally.

Most recently, TBC coordinated a major press conference for the PLATINUM LEED® certification of a high-profile client in Oakland, Integral Group. All media relations, as well as community outreach to Bay Area city officials were handled by TBC. As a result, Jean Quan, Mayor of Oakland was in attendance, as were some of the most respected leaders among the green building industry. Outstanding media coverage has been the result to date, and is still being garnered, weeks later.

The TBC team is a group of well-rounded, high-energy, exceptional professionals that would serve as an asset to any organization seeking high-level communications consultation.

Sincerely,

A handwritten signature in blue ink, appearing to read "B. Crawford".

Bruce Crawford
Chief Executive Officer
BuildingWise
bruce@buildingwise.net
m 415-990-5080



CITY OF PACIFIC GROVE
300 Forest Avenue ▪ Pacific Grove, California

June 6th, 2012

Since the Fall of 2009 after conducting a national search, I have had the distinct pleasure of working with Thomas Brand Consulting on the re-branding, public outreach, marketing and advertising of the City of Pacific Grove's, Pacific Grove Golf Links. With their wide-ranging skill set, extensive local knowledge and contacts; their team has been able to bring our course the local, regional and national recognition and accolades it deserves.

They have successfully rebranded the course and designed and launched our new website. Thomas Brand oversaw our entire public relations program including: the creation of a press kit, generation and pitching of story ideas and press release distribution, facilitation of media and FAM tours and managing a dedicated local outreach program. They have also managed our social media campaign including Facebook, Twitter and regular email blasts to our e-club members. Additionally, they have overseen the creative direction for all collateral material and print, web and broadcast advertising.

Thomas Brand has also worked closely with City staff on coalition building. They have collaborated and provided communication strategies with various city and community entities and targeted committees. Additionally, they helped to facilitate public input and provided accurate and beneficial strategic counsel on a variety of sensitive and important issues.

We would not hesitate to recommend Thomas Brand Consulting to your organization. Their knowledge of strategic communication tactics and governmental relations as it relates to hot button community issues, as well as their creative expertise has allowed our course wider recognition, respect and general awareness during trying economic times. I have found their style to be easy to work with and their results, true to form.

Please contact me if you have any further questions.

Sincerely,

Joe Riekema
Pacific Grove Golf Links



California American Water – Monterey
511 Forest Lodge Rd, Suite 100
Pacific Grove, CA 93950
amwater.com

On behalf of California American Water, I am happy to submit this letter of recommendation for Thomas Brand Consulting (TBC). Our team has had the opportunity to work with TBC on multiple projects including a community outreach, coalition building campaign for the Our Water Our Lives "Freedom Bus" to Sacramento, as well as a press conference and outreach video production.

While contracted with California American Water, TBC was instrumental in the Our Water Our Lives coalition building, community outreach and strategic counsel for this important project. In addition, TBC was also responsible for the coalition communication, event coordination, vendor management and social media marketing for Our Water Our Lives. (Please refer to this link for more information on the issue: <http://www.facebook.com/pages/Our-Water-Our-Lives/148472973582?ref=ts#!/group.php?gid=148014358266>)

TBC also facilitated and managed a press conference for California American Water announcing the Collaboration Statement signing for San Clemente Dam. TBC managed the event coordination, dignitary participation, venue selection, contract negotiations and supported the event with press kit development and on-site media relations. TBC has also been instrumental in providing production management for multiple on-site shoots at the San Clemente Dam and the Carmel River.

TBC has been an invaluable asset for California American Water's community and project outreach efforts. Their professionalism, attention to detail and commitment to our overall vision and goals made each of these projects easy to accomplish. With each instance, the results far exceeded our expectations. We would be happy to offer our recommendation for their services.

Sincerely,

Catherine Bowie
Manager of External Affairs