



October 25, 2016

Moments of Focus
4305 Redwood Ave., Unit 10
Marina del Rey, CA 90292

Dear BeNeca:

This Thank You is long overdue! We can't say enough good things about the Branding training that you gave to our staff. They were very engaged and appreciative that they were given the opportunity to receive career coaching and a better understanding of the mission of Gateway Los Angeles. Understanding our mission and brand, has given them added confidence in reaching out to our stakeholders, businesses and travelers visiting Los Angeles. In addition, helping them to understand their "personal brand" is a valuable lifelong tool.

BeNeca, you were delightful to work with and provided much needed guidance in selecting the appropriate topics and focus that would benefit our staff.

Thanks again – we look forward to working with you in the future as the need arises.

Sincerely,

A handwritten signature in black ink that reads "Laurie Hughes". The signature is written in a cursive style with a horizontal line at the end.

Laurie Hughes
Executive Director
Gateway Los Angeles