



LETTERS • MEMOS

RECOMENDATIONS

NEW  GLYPHICS

RESULTS-DRIVEN MARKETING & DESIGN

CLIENT ASSESSMENTS

When I first met Laurie I really didn't know what to expect from a marketing person. She came highly recommended by Ilana Figlin whom I was working with. The three of us met for about 30 minutes and Laurie did some coaching and ended with giving me questions that needed to be answered.

I'm not really great at communicating so I gave her just really basic (if not minimal) information about my industry and what I wanted/needed to target, etc. I didn't even have a logo, much less a website to get information from.

WELL, the next thing I knew she had a beautiful PDF presentation about me and my business with great copywriting and beautiful pictures (and a logo!) seemingly from nowhere!

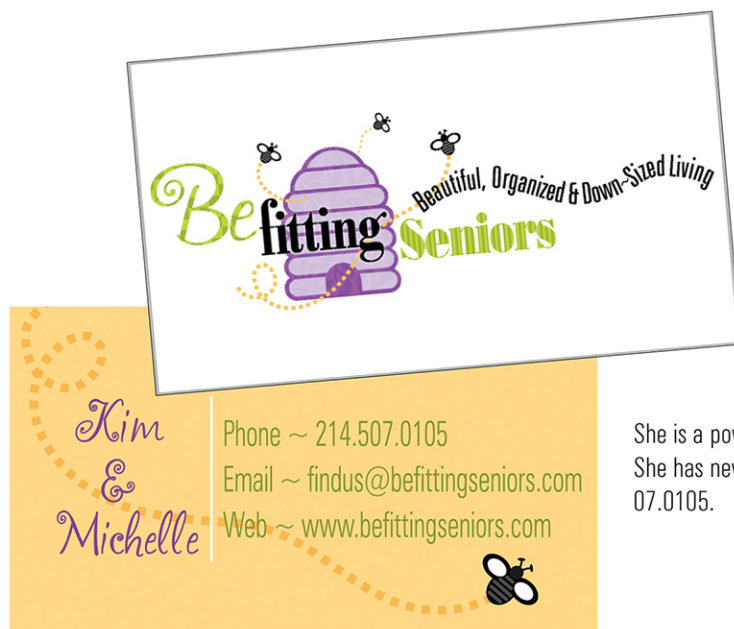
I called her and asked her if she was a MARKETING WHISPERER! SERIOUSLY, I WAS BLOWN AWAY. She so got me and my company and what I am wanting to achieve. Amazing. She will help you build your business and achieve your goals. Call me anytime: 817-412-8358. Amazing.

Frank DeVries, DRT Construction Pros – a VERY happy client



Laurie is AMAZING!!! She is a genius in her copy writing and a Van Gogh in her artwork. She has time and time again helped my business and my client's businesses grow and succeed!! I wouldn't know what to do without her. You can reach me at 469.688.0303.

*Ilana Lea Figlin,
Extra Special Marketing
a happy, happy, happy client*



I have worked with Laurie for years and have recommended her countless times. She has a proven track record of building my brands and developing creative solutions that WORK—and drive customers in. She has a common sense approach—combined with creative that is imaginative, insightful, inventive and resourceful (just look at her work!)—resulting in powerful marketing solutions.

She is a powerhouse. I love working with her, and really love her work. She has never disappointed. Feel free to call me personally at 215.507.0105.

*Kim Peterson, Co-Owner BeFitting Seniors
(...and happy client)*

Award of Merit

issued to

Laurie Trowell

This Award is made for faithful and outstanding services rendered to the Nixson Law Firm. Counselor in Chief, Brand Manager, Creative Director, Web Master and a bunch of other stuff has been done outstandingly well and with unique style. A Particular *Well Done* is merited for the recently completed (we hope) overhaul of the 1980's vintage office to a more modern and functional office space (we's out of the Ghetto). This Award would be placed in your personnel file if you had one.

Dated the year of our Lord: February 21, 2012



705 West John Carpenter Freeway
Las Colinas, Texas 75039

February 8, 2006

To whom it may concern:

It is a true joy to have Laurie Trowell working with me. She has a strong work ethic, exceptional talent and skills, a can-do attitude, all combined with a great sense of humor - definitely adding life to the workplace. She is a strong leader and consummate professional making her an asset to any organization and I look forward to working with Laurie in the future.

Cordially,

A handwritten signature in blue ink, which appears to read "Holly Aguilar".

Holly Aguilar
Art Director
(469)524-4800



P.O. Box 1055 • Hewitt, Texas 76443 • 800.867.5552 • Phone: 254.776.5552 • Fax: 254.772.5188 • www.MerchanTrade.com

April 2007

To whom it may concern,

I am writing this letter regarding the quality of work, the work ethic and quick turn-around of Laurie Trowell (NewGlyphics) – a member of our barter exchange, MerchanTrade, Inc. I have owned and operated MerchanTrade, Inc. for almost 25 years and have dealt with hundreds of business owners over the years.

In February of 2002, Laurie was hired to help us with a fledgling concept that would promote our members' products and services with a weekly e-mail – for the purpose of capturing the reader's attention, encouraging existing members to buy, and attracting new businesses to join our organization. Over the years, Laurie has always been timely, laying out our e-mail in a professional and motivating manner every time.

Week in and week out, we e-mail the core information to her and she responds quickly with the finished product; requiring little input from us. Her responsibilities include creating and placing animated gifs for each member being spotlighted, reviewing the copy and making edits to ensure effective advertising for the members – she also lays out the e-mail in a format that is easily read and motivates a response.

Not only have these *motivating* e-mails been professionally done with accuracy and timeliness, but Laurie has also created our "seasonal greeting" e-mails. Everything she has produced has been done with class, professionalism and an emphasis on fun... creating the image we want to portray. I truly appreciate Laurie's abilities and look forward to working with her in the years to come.

Feel free to contact me if you have any questions, at 800-867-5552.

Byron Lester
President
MerchanTrade Inc.
800-867-5552



November 2005

NewGlyphics Advertising
Laurie Trowell
107 W. Park Row
Arlington, Texas 76010

Dear Laurie,

I just want to thank you for a job well done.

Your professionalism, superior creativity and branding expertise has helped us point our company in the right direction. Our new logo is a hit and we look forward to working with you in the future on all our advertising needs.

Sincerely,

A handwritten signature in black ink, appearing to read "Gregory H. Lea".

Gregory H. Lea
President



August 14, 2003

Dear Sirs:

This letter is to recommend Ms. Laurie Trowell for your consideration. Ms. Trowell and I have known each other for 3 years through the Tarrant County Master Gardener Association.

Laurie and I worked together in 2002 on the TCMGA membership directory. As President, I communicated my desire to go in a bold, new direction with the booklet. Laurie quickly grasped my intentions and produced an excellent directory. She displayed an exceptional knowledge of technology while working on this project, as well as artistic vision and great communication skills. Ms. Trowell has worked on other TCMGA projects and has always shown excellent marketing skills.

Personally speaking, Laurie is a wonderful person. She possesses a quick wit, pleasant personality, and the ability to work easily with anyone and everyone. I feel Laurie would be able to fit in quickly with any organization.

In short, I can recommend Ms. Laurie Trowell to you without reservation.

Sincerely,

A handwritten signature in black ink that reads "Ben Oefinger". The signature is fluid and cursive, with the first name "Ben" being more prominent than the last name "Oefinger".

**Ben Oefinger
1111 West Westhill Dr.
Cleburne, Texas 76033-6132
(817) 645-0762**



BOTANICAL RESEARCH INSTITUTE OF TEXAS

509 Pecan Street
Fort Worth, Texas 76102-1060 USA
817-332-4441 M/F 817-429-3200 FAX: 817-332-0112
www.brit.org email: info@brit.org
Conserving the herbaria of BRIT, SDU, and VGH

LETTER OF RECOMMENDATION

RE: Laurie Trowell

FROM: Annette W. Gunter

DATE: 14 August 2003

I have known Laurie Trowell since February 2000. As a participant in the Tarrant County Master Gardener program, she came to the Botanical Research Institute of Texas (BRIT) as a volunteer and, during the last 3 ½ years, has provided invaluable assistance both as a BRIT volunteer and as a paid professional.

Working with staff in the development and education programs at BRIT, Laurie designed materials for publicity and marketing of a fundraising event, the layout of an issue of BRIT's newsletter, a gift shop catalog (including photography of items for sale), and brochures announcing professional development workshops and student classes available at the Institute. Working within strict budget and time limitations, Laurie consistently demonstrated attention to detail and concern for creating materials to best reflect BRIT's mission and image.

I found Laurie to be very straightforward in her approach to her work. She demonstrates resolve in seeing a project through from the initial idea to successful completion. Her broad range of experiences in graphic design and marketing make her a creative problem solver to achieve optimum results, an important asset when working within the budget of a nonprofit organization such as BRIT. The assistance she has provided is very much appreciated.

Annette W. Gunter
Head, Special Events/Membership



BOTANICAL RESEARCH INSTITUTE OF TEXAS

500 Pecan Street
Fort Worth, Texas 76102-1000 USA
Tel: 817 352-1111 FAX: 817 352-1112

Conserving the herbaria of BRIT, SMU, and UTB

August 13, 2003

To Whom It May Concern:

This letter is in reference to the professional services provided by Laurie Trowell to the Botanical Research Institute of Texas. As director of education for the institute, I worked with Laurie on the production of marketing materials for our program. Laurie was responsible for the development and production of the materials and did an outstanding job. Her creative abilities in graphic design and her management skills in producing the materials in a timely fashion at a reasonable cost were impressive. I would highly recommend her services to any future employers or clients.

Sincerely,

Patricia Harrison
Assistant Director, Head of Education
Botanical Research Institute of Texas

Chairman of the Board
Mark Nordin

President of the Board
Denzil D'Souza, M.D.

**Chairman-Elect of the Board/
Development Chairman**
Tim Carter

**Vice President/
Development Vice Chairman**
Lewis Runyon

President-Elect of the Board
Peter Taven, Ph.D.

Vice President
Lloyd Brooks, D.O.

Secretary/Treasurer
Jim Eagle

Program Chairman
Ellen Pitcher

Communications Chairman
Lisa Payne

Public Advocacy Chairman
Emilio Rodriguez

Past Chairman of the Board
Roger Vandell

Past President of the Board
Al Yurvatli, D.O.

District Vice President
Sheila Zuniga



Fighting Heart Disease and Stroke

Fort Worth Metropolitan Region

2401 Scott Avenue
Fort Worth, Texas 76103
Tel 817 315 5000
Fax 817 315 5220
www.americanheart.org

May 28, 2002

Laurie Trowell
Newglyphics
107 W. Park Row Dr.
Arlington TX 76010

Dear Laurie:

Thank you for supporting the 2nd Annual Women and Heart Health Luncheon this year. Once again, your design work was wonderful.

It was big success due to volunteers and businesses like yours that took an active role to educate women regarding their health. For your records, we have saved you copies of the program and posters. We will get them to you soon.

Again, thank you for your support of the American Heart Association and the Women and Heart Health Luncheon. We look forward to working with you again next year.

Sincerely,

Becky L. Haskin
Honorary Chair
City Council District Four

Denzil D'Souza, M.D.
President
Board of Directors

Martha Earngey
Program Director



Myles Pennington

Graphic Arts Coordinator

To: Laurie Trowell - New Glyphics
Date: 04/22/98
Re: 5-N5 Instructional Booklet

Laurie,

I always like it when my vendors make me look good. I received a memo from Wayne Fritz yesterday commending the job you did on the 5-N5 Instructional Booklet. I wanted you to have a copy of that memo.

On behalf of all of us here at Saladmaster, thanks for all your hard work. You bring a new standard of quality to our team.

Yours truly,



Myles Pennington



WAYNE A. FRITZ

PRESIDENT

April 21, 1998

MEMORANDUM

TO: Mr. Myles Pennington

SUBJECT: GREAT JOB!!!!!!

Myles, Ron placed the new brochure on the 5-N5 on my desk this morning and I have to admit I couldn't believe it!

Myles, I have never, in my 25 years with Saladmaster, seen a piece of literature of this quality. Saladmaster is extremely fortunate to have you on our team. Your dedication and heartfelt caring about the company and the people in the field is very reflective in the quality of work you do.

Again, congratulations on a WONDERFUL job.

Sincerely,

WAYNE A. FRITZ
President

WAF:sep

Xc: Ron Marko

A:\mynotepad\myfax



JLT -
Additional Ad data.
→ - Hellum
Thank you
Jilly

Date: 5/1/98

To: DEXIDE, INCORPORATED
Mr. David Hallum
PHONE: 817-589-1454
FAX NR: 817-595-3300

From: N.P.I./Cahners Business Information
Melissa A. Drozdoff
Phone: 973-292-5100 ext 384
Fax: 973-539-3476

Pages: 3

Subject: Dexide - Reader Response To Date From
Surgical Products

Dear David:

Please find Dexide's response figures for ads/edit run in 'Surgical Products' to date. (Total of 864, excluding web response and PILS response.)

As I mentioned, your response was significantly higher than competitive companies. (In cases, Dexide received TWICE the number of responses than competitive companies' products for the same size/frequency ad program.) In essence, the ads you design WORK. . . and have proven to pull the BEST!

COMPUTER CITY



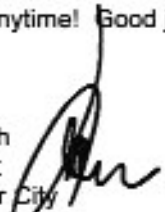
Alan Bush

From: Alan Bush
To: Laurie Trowell
Subject: Reference Letter
Date: Tuesday, February 06, 1996 9:38AM

TO WHOM IT MAY CONCERN:

As I have said to Robert Cudd on more than one occasion, "I'm so glad you hired Laurie!". She has more than met my expectations and has earned my personal "Star-of-the-day" award twice. I would hire her to direct my in-house agency anytime! Good job, Laurie.

Alan Bush
President
Computer City
(817) 390-0003
abush@computercity.com

A handwritten signature in black ink, appearing to read "Alan Bush", is written over the printed name and title.



Laurie Trowell

From: Robert Cudd
To: Laurie Trowell
Subject: Reference Letter
Date: Wednesday, October 30, 1996 5:48PM

TO WHOM IT MAY CONCERN:

I can highly recommend Laurie to any company considering her for employment. She reorganized and streamlined our in-house agency, creating a complete turn-around. She has exceeded my expectations in every way possible. Laurie has the uncanny ability to look at any challenge, regardless of the nature: creative - business - organizationally - you name it, and come up with ideas and solutions that the average person would never think of - but solutions that are perfectly suited to the needs at hand. The forementioned qualities combined with her ability to forge strong relationships at all levels, from administration and designers all the way up to Alan Bush, has made her a real asset - not to mention, she is lots of fun.

Robert Cudd
Director of Marketing
Computer City
817-390-3170
rcudd@computercity.com



Laurie Trowell

From: Jamie Alexander
To: Laurie Trowell
Subject: Laurie Trowell - Miracle Worker
Date: Wednesday, February 28, 1997 2:34PM

Laurie Trowell was asked to do the impossible, but she pulled it off!

We needed a quality brochure to go out to our stores and offices outlining the new President's Club VIII contest and I was first told it would take two weeks to produce and print. Upper management wanted something ready in a day and a half, for the Friday All Store Mailing, clearly an impossible task. We simplified our ideas, and Laurie and her crew got it done in 3 days, enabling us to make the Tuesday All Store Mailing. And, it's a good looking piece!

Her "Glad-to" and "Let's Get It Done" attitude is greatly appreciated!

Jamie Alexander



Laurie Trowell

From: Debbie Waters
To: Laurie Trowell
Subject: FW: Laurie Trowell and Catherine Messersmith
Date: Monday, October 28, 1996 10:12AM

From: Debbie Waters
To: CC Glad To
Subject: Laurie Trowell and Catherine Messersmith
Date: Monday, October 28, 1996 10:11AM

Cat and Laurie deserve a pat on the back for the cooperation I received last week. I had a deadline to meet and needed some creative work done ASAP. Even though they had a critical micro mailer deadline Laurie found time to schedule my job in with Cat. They both did a great job which helped me meet my deadline for the Christmas bag.



Laurie Trowell

From: Gina Bollinger
To: Laurie Trowell
Subject: RE:
Date: Thursday, October 24, 1996 11:22AM

Laurie -

Your whole group does such incredible work - you have always been able to exceed my expectations with enthusiasm.

My thanks is to you and your group!

Gina

From: Laurie Trowell
To: Gina Bollinger
Cc: Jody Haney; Kelly Doyle; Catherine Messersmith; John Lowe; Jim Petrilli; Ken Shipley; Owen Pratt
Date: Thursday, October 24, 1996 9:58AM

THANKS! for thinking of us!! We really appreciate the stadium cushions (and all the goodies you've shared with us).

You Are Great!!!

Laurie; Kelly Doyle;
Ken Shipley; Jim Petrilli;
Owen Pratt; John Lowe;
Catherine Messersmith;
Jody Haney



Laurie Trowell

From: Bill Wienhoff
To: Laurie Trowell
Subject: FW: Responsive and Helpful
Date: Monday, April 15, 1996 4:22PM

We always knew you were GLAD TO!!

From: Gina Bollinger
To: GLAD TO
Subject: Responsive and Helpful
Date: Monday, April 15, 1996 1:37PM

A definite "kudos" goes out to Laurie Trowell - Time and again she has come through like a champ in situations where time was a major factor and artwork was non-existent in our department.

Thanks a Bunch, Laurie!

Gina Bollinger
Corporate Sales



Laurie Trowell

From: Bob Gellman
To: Laurie Trowell
Subject: FW: Responsive and Helpful
Date: Monday, April 15, 1996 2:52PM

THANKS!!

From: Gina Bollinger
To: GLAD TO
Subject: Responsive and Helpful
Date: Monday, April 15, 1996 1:37PM

A definite "kudos" goes out to Laurie Trowell - Time and again she has come through like a champ in situations where time was a major factor and artwork was non-existent in our department.

Thanks a Bunch, Laurie!

Gina Bollinger
Corporate Sales



Laurie Trowell

From: Mary Bryant
To: Laurie Trowell; Rose Conkwright; Ed Luedtke; Tom Whisenhunt
Subject: FW: attaboy
Date: Tuesday, November 28, 1995 7:42PM

From: Jim Hamilton
To: All Merchandising
Cc: 29-5260 (Denver)
Subject: FW: attaboy
Date: Tuesday, November 28, 1995 6:36PM

Thanks Harry....

From: 29-5260 (Denver)
To: Curt Nelson
Cc: Jim Hamilton; Robert Cudd; Riley Daniels; Tom Telfer (RSM - SouthWest)
Subject: attaboy
Date: Tuesday, November 28, 1995 5:07PM

ATTN: CORPORATE TEAM MEMBERS

I WOULD LIKE TO PERSONALLY THANK THE BUYING STAFF AS WELL AS ADVERTISING FOR THE PAST WEEKEND'S AD. WE HAD A GREAT IN STOCK POSITION AND WE DID THE CUSTOMERS RIGHT. IN ADDITION, WE DID NOT PATCH ONE ITEM IN ALL OF THE ADVERTISING WE DID.

THANKS FOR THE BIG SALES

HARRY M FREED
GSM



Laurie Trowell

From: Harold Havard
To: All Advertising
Subject: THANKS!
Date: Thursday, November 16, 1995 9:15AM

THANKS to all of you that assisted in putting together the Dallas/Houston Bonus Days Ad!

You did a great job!

Keep it up!

HH



Laurie Trowell

From: John Hamilton
To: Jerry Vokolek; Laurie Trowell; Linda Byrnes; Ron Wolf
Cc: Jerry Habeck; Tim White
Subject: RE: Thank you
Date: Thursday, July 18, 1995 12:06PM

Let me add my congratulations to all of you for the Computer City Internet work. Professional, effective automated. I'm proud to show the location to anyone!
Great job.
John Hamilton

From: Jerry Vokolek
Sent: Thursday, July 18, 1995 11:23 AM
To: Laurie Trowell; Linda Byrnes; Ron Wolf
Cc: Jerry Habeck; Tim White; John Hamilton
Subject: Thank you

Ron, Linda, Laurie- Thank you and your team for the efforts you made to put together the Internet Software catalog. The site looks great!

Regards, Jerry Vokolek



Laurie Trowell

From: Jerry Vokolek
To: Laurie Trowell; Linda Byrnes; Ron Wolf
Cc: Jerry Habeck; Tim White; John Hamilton
Subject: Thank you
Date: Thursday, July 18, 1995 11:23AM

Ron, Linda, Laurie- Thank you and your team for the efforts you made to put together the Internet Software catalog. The site looks great!

Regards, Jerry Vokolek



Laurie Trowell

From: Debbie Waters
To: Laurie Trowell
Subject: Your cooperation is appreciated!
Date: Tuesday, October 22, 1994 4:42PM

Laurie,

I wanted to let you know how much I appreciate the cooperation we are receiving from you and your team. It is so much easier to get what we need to reproduce everything the stores use on a daily basis. I remember the day when I used to have to beg for art! My jobs are never late any more.

Your designers are all very creative and they listen to what we need and do everything possible to ensure that we get it.

Thanks again!

TROWELL & ASSOCIATES



Aaron-Scott

3232 SANTA MONICA BLVD.
SANTA MONICA, CALIF. 90404
TEL: (213) 829-4441

9/25/91

Jeanette Vosburg
Pacific Rim
11924 W. Washington Blvd.
Los Angeles, Calif. 90066-5816

Dear Jeanette,

I am looking at the invitation you created and I have a "big" smile.
You have no idea just how pleased I am. It is absolutely "beautiful."

The invitation was a new direction for Aaron-Scott which I would not
have found without your help.

I have spoken to Laurie, but I would appreciate your telling her again
just how happy I am with the results. Hopefully, she will be able to
help us with my future promotions.

Thank Helene as well for expediting everything in the end.

Lastly, I hope that you, Laurie or Helene might be able to come to the
open house on Friday, October 4th.

Sincerely yours,

"One pleased customer"
David Aaron



August 21, 1991

Mrs. Jeanette Vosburg
Pacific Rim Printers
11924 W. Washington Blvd.
LA, CA 90066-5816

Dear Jeanette:

I want to thank you for many things:

1. hiring someone who knows their stuff (including Texas stuff);
2. hiring someone who understands me (I've been waiting oh so long); and,
3. hiring someone with not only a lot of creative talent (we all at least think we have that) but who is also a compulsive workaholic type.

I mean, really, look at this letterhead, look at this logo!! The Board was absolutely ecstatic about the brochure, their stationary, notepads, etc. Can coffee cups and baseball hats be far behind? I think not.

A quote: "Gosh, it looks like we've got a \$25,000 professional ad campaign underway." To a chorus of delighted squeals - from professionals, mind you.

Seriously, Lori worked so hard and everything turned out so nicely. And Gordon was absolutely splendid as Chief in Charge of Hand Wringing and Free Floating Fretting. You should be proud.

Sincerely,

Sue L. Blackburn

P.S. Where can I find teal ink for my pen - don't you think it clashes?



FOUNTAIN VALLEY BUSINESS CENTER
18350 MT. LANGLEY, SUITE 101
FOUNTAIN VALLEY, CALIFORNIA 92708
PHONE 714/968-9226
FAX 714/968-7407

May 20, 1994

Ms. Laurie Trowell
Trowell & Associates
11919 Culver Blvd., #107
Los Angeles, CA 90066

To Whom It May Concern:

Laurie Trowell has done an excellent job of designing a whole suite of marketing communications brochures and promotional pieces for our company. When we first started with Laurie, ISD had a home-designed logo and stationery. Laurie listened to our needs, and designed a new corporate image that captured the feeling of a software company and services provider.

Laurie then created an entire collection of marketing pieces to fit our image. She quickly designed a logo, then moved onto a folder that could accommodate slip-in brochures. She coordinated the paper, color and design to match a new booth we had custom manufactured for tradeshow. She also helped write several marketing brochures including an overall piece that introduces our company. In all, Laurie contributed to our logo, business cards, marketing brochures, folder, diskette design, booklet covers, a banner for tradeshow, sales mailers and the booth. She designed all the pieces from start to finish, and watched over production to insure timely delivery without any surprises.

It was a pleasure working with Laurie Trowell, and most of all, it was a source of security knowing that our literature and new look was in good hands.

Sincerely,

A handwritten signature in blue ink that reads 'Michelle Marchildon'. The signature is fluid and cursive, with a long horizontal line extending from the end.

Michelle Marchildon
Sales & Marketing Manager
Professional Services Division

NCNB NATIONAL BANK
(NationsBank; Bank of America)

Memorandum

Marketing Training/Service Quality Program
Dallas 6 - PLZ
April 6, 1991

Laurie Trowell

Graphics Department

I want to express my sincere appreciation to you and your group for their work on the Service Quality Program introductory flyer. The quality of the work is clearly superb. In addition, Dana, Dan, and Mike have a helpful and friendly attitude that makes them a pleasure to work with.

Thanks to your group's creativity and hard work, the Service Quality Program rollout was a success!

I look forward to working together on future projects.

Charlene

Charlene Gowdey
214/508-0745

cc: Dave Steele
Rich Shoen

CG/GrphcThx.M/ag

Memorandum

Marketing Training
Dallas
March 18, 1991

Laurie Trowell et. al.

Applause, Applause

Once again your staff has performed beyond the call of duty. Thanks to the work of Dana Meek, Robin Davis, Mike Carron and the rest of your crew, our presentation for the Branch Manager Associates was a success.

Thanks for helping us look good.



Robbin Rothgeb
(214) 508-0738

cc: Rich Shoen
Dave Steele

Memorandum

NCNB Texas Mortgage
Dallas
October 27, 1990

Dana Meeks

Production of SERVtastic Materials

Words cannot begin to express how pleased we are with all the materials you produced for our SERVtastic campaign! Everyone was so impressed with the SERVtastic logo and how all the cards and brochures coordinated for a complete look. The program's kickoff was a huge success, and as we began placing the posters at various locations in the office, we could already tell that they would generate a great deal of interest and participation. Your assistance made it all possible!

Enclosed is an example of one of the posters with the inserts and flyers. I am certain that the program will be so well received that we will be reordering supplies very shortly.

Thank you again, and please extend our appreciation to everyone in the Marketing Department for their participation.

Ellen Welch

Ellen Welch
(214)922-7776

cc: Chris Gilson
Deepak Gutpe
Laurie Trowell

You're SERVtastic!

Memorandum

*Laurie,
Great feedback
I am proud of
you.
Dana*

EMPLOYMENT PERSONNEL
Texas
August 16, 1990

Laurie Trowell

PROJECT FOR THE PERSONNEL RETREAT

Many thanks to you and Dana for making our presentation a complete success. The personnel group was overwhelmed by your clever Texas puzzle. Since our theme was team spirit, I used you and Dana as a prime example of how we can make things happen when we work together.

Again, thanks for going beyond the call of duty!

Charlotte S. Marvin
512/270-5239



cc: Walter Elcock
✓Deepak Gupte
Dave Steele

RECEIVED

AUG 17 1990

NCNB
Banking from Your Point of View

Memorandum

Marketing Training
6 Plaza Dallas
July 2, 1990

Dana Meeks / Dan Mills

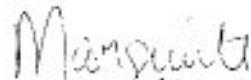
Atta Boys!

Just a note of appreciation for the great job you did last week!

The training plan not only looks great, but was timely and well organized.

What we most appreciated, however, was your "can do" attitude, and your grace under pressure.

Thanks again for a job well done!



Marguerite Papademetriou
508-0743

cc: Laurie Trowell ✓
David Steele

Memorandum

Marketing Training
6-Plaza Dallas
March 25, 1990

Laurie Trowell

A Simple Thank You

Your department has proven itself indispensable in this past month. One person in particular, Dan Mills, has been helpful and timely in all his endeavors.

Thank you for everything you've done so far, and please thank everyone for me!



Cindy Scammel
214/508-0747

CS/aj

Memorandum

1-4-90

You folks are
something else. We
really appreciate the
outstanding support you
give us.

This is from the kitchen -
from scratch - of one
Terry Miller.

Thanks !!!

Terry & Joe

Memorandum

Regional Marketing
Houston
November 2, 1989

David Steele

Houston Rodeo Ad Production

Recently the Creative Services group produced an ad for the Houston Rodeo program. Dana Meek illustrated the ad beautifully.

The support you provide us via in-house production services is immeasurable. Laurie gave me a tour of the facilities and introduced me to her staff last Friday in Dallas. I was impressed.

Thank you for your assistance.



Vicki Crimi
(713) 247-7351

VC/dah

cc: Jerry Bennett
Jan Cox
Dana Meek
✓ Laurie Trowel

Memorandum


Dallas
October 30, 1989

Laurie Trowell

Individual Needs Survey

A brief memo to thank you and your staff for their hard work on the Individual Needs Survey form. The quality of the work is excellent and I appreciate very much the quick turn-around.

Thanks again for your efforts on this project.



Cathy Bessant

CPB/fe/pA2797-4

cc: Ken Lewis
Deepak Gupte

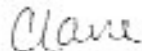
Memorandum

University Relations
Dallas
May 26, 1989

Laurie Trowell
Marketing, PLZ - 6

Thanks! You and your staff have been tremendous in your efforts to help University Relations. You and Victor did a great job on our car shades and we would like for you to have these.

Thanks again!



S. Claire Brown

Kasha Adams

January, 1989

A note to Ken Lewis, President of NCNB, scribbled onto one of our brochures by Buddy Kemp, Chairman of NCNB - passed on to us through Depak Gupte, Sr. VP, Marketing.

We're
Lending
Money
Everyday

NCNB®
Texas

KEN
THIS IS A GREAT
IDEA AND THE
PIECE IS WELL DONE
Buddy



Memorandum

Dear Laurie -

Thank you for the wonderful job your staff did on the signs for the Employment Job Fair. With 742 applicants attending - it was great for them to be able to see which line they should be in to apply for "their" job.

You are great!

Joyce Sutherland
Employment

11-31-88

Memorandum

Marketing Training
6-Plaza Dallas
November 1, 1988

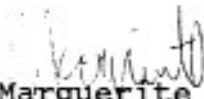
Dan Mills

Re: Corporate 5 year Plan/Training Manuals

Just a quick thanks for a job well done. The 5 year plan looks great.

We really appreciate your going the extra mile to make our work look good.

Your willingness to bear with all our last minute revisions has been a joy.


Marguerite Papademetriou
214/508-0743

MP/aj

cc: Laurie Trowell
David Steele

OTHER

SERGEANT®



PACKAGING SYSTEMS DIVISION

ALLIED AUTOMATION INC.

14105 Inwood Rd. Dallas, TX. 75244

Telex 794188 Allied DAL

(214) 980-6700

Cable - Sergeant Dallas, TX

To Whom it May Concern:

It is my pleasure to provide this letter of reference on behalf of Laurie Trowell.

Laurie has been employed with Allied Automation, Inc. for one and one half years as Advertising Manager. The title represents only one area of Laurie's total responsibilities. She handled all advertising from concept and design through production including ad placement. She was also responsible for all graphics including company brochures, internal forms, service manuals, promotions, publicity and direct mail. Additionally, Laurie mastered video production, editing and dubbing.

Laurie has proven to be an excellent manager with a diverse creative background. She consistently produced quality work, highlighted by an entire family of brochures on our primary lines. She also had responsibility for sourcing and pricing and she maintained excellent relationships with our vendors. Laurie also evolved into a fine copy writer and photographer, providing all copy and many of the photographs for the company's brochures.

On the personal side, Laurie was a wonderful employee being intelligent, enthusiastic and hard working. Laurie always met her deadlines, even working many Saturdays and Sundays. She provided her own training insisting that the appropriate people educate her in our product line, distribution network and competition. She knows what she wants and aggressively pursues her goals, but not at the cost of others. She is a good team player, supporting every company function, editing our company newsletter and running our employee of the month program.

Unfortunately, a major reorganization of our company has diminished Laurie's opportunities at Allied Automation and she is now seeking new opportunities. I am personally very sorry to see her leave.

I would be delighted to provide any additional information in regards to Laurie and her work here at Allied Automation.

Sincerely yours,

Ivan Heit
Director of Marketing

WARWICK

advertising international ltd.

May 31, 1985

RE: LAURIE L. TROWELL

To Whom it May Concern:

I would like to take this opportunity to offer a strong and knowledgeable reference on behalf of Laurie Trowell who has served our company well as Account Executive.

In over 35 years in the Ad agency business in Canada, Europe and the USA, I feel I speak from a very broad experience. As a key executive with J. Walter Thompson directing the creative activities on such accounts as Ford and Kellogg...as Managing Director of a European marketing network and as Account Supervisor with Henry, Hurst and McDonald in Chicago...I know what it takes to serve clients' needs from the creative to account supervision.

Laurie Trowell, had she been available would have ably handled or assisted in handling any of the blue chip accounts on which I've worked.

She is a team operator. She likes people and people love her. But when it comes to business she is all business and a tireless worker.

Laurie has a fine creative touch; she is an excellent graphics key-line artist; she has a degree in Marketing and knows how to apply marketing techniques to the problem in hand. And finally, she has the knack of endearing others to do what is needed to get projects done for which she is responsible.

At Warwick, we are not in a position at this time nor in the near future to offer the opportunities Laurie should have, nor the just compensation. I would personally like to see her with an agency in the multi-million dollar bracket of client budgets.

She's beautiful, talented and a diligent worker making her an image builder for any discerning agency.

Call me if you'd like to know more about this fine young woman.

Cordially,



Neville Mainord
President/Managing Director

OAKPOINTEDBIIIJOLLYVILLE RD.,
SUITE 104AUSTIN, TEXAS 78759
512-343-8107