

# VINCE ORTEGA

(816) 719-8348 • (816) 881-3886

To Whom It May Concern:

Few other people in public relations and marketing can match Joe Loudon's combination of skills, knowledge, innovation, creativity, versatility and drive. How many people can accurately be described as being a truly professional writer, photographer, graphic artist and website designer? Just as impressive is his ability to organize, plan and strategize.

I've seen the quality of his work. It rivals any I've seen produced by any marketing agency. Actually, you could call Joe a one-man agency, able to conceptualize a multi-media campaign and then develop every component—copywriting, photography, design—himself. It is not hyperbole to say Joe can do it all.

He simply has a talent for breaking down complex topics and molding messages that create in each target demographic a sense of clarity and being truly invested in an issue's resolution. His grasp of how best to connect with people exceeds that of the many highly regarded PR executives whom I have encountered. In generating our web content, he has not only given Jackson County a much stronger online presence, he's often crafted the words that have become the basis for promoting our vast array of programs, from Economic Development to the multi-faceted components of COMBAT.

Finally, Joe is a can-do project manager, someone with an old school work ethic who has proven his mettle taking on challenges others might find overwhelming. In rebuilding Jackson County's websites, his leadership qualities shined through. Being assertive yet polite, he got every county department onboard to, as he put it, "own the site." Ours went from being one of the worst local government websites in the Kansas City region to among the best. Joe has since launched new sites for the Sheriff's Office, the Prosecutor's Office, the COMBAT program, the Parks + Rec Department and Economic Development. That means all of the county's top elected officials (the County Executive, Sheriff and Prosecutor) have turned to Joe to improve their most important communication tool, their branch of government's website.

It is with hesitancy that I am writing this letter, not because Joe isn't a quintessential professional but because he has proven to be a tremendous asset to Jackson County. Frankly, I don't want the county losing him. We could not, I believe, replace him with just one person. I know his previous employers all probably share a sense of missing Joe. They miss his skills, his commitment to doing the best job possible, his intelligence, his integrity, his willingness to always pitch in—and, of course, they miss the results they got when he was an integral part of their marketing and PR efforts.

Joe will never let you down. In fact, through the quality of his work, he will raise your organization up.

Sincerely,

A handwritten signature in black ink, appearing to read "Vince Ortega". The signature is fluid and cursive, with a large, circular flourish at the end.

Vince Ortega

Jackson County  
Assistant Director of Operations

Kansas City Missouri Police Department  
Assistant Chief (Retired)