

Tinnen Publishing

The Paper – The Clinton County Leader

102 E. Maple St., Plattsburg, MO 64477 (816) 539-2111 • Steve Tinnen, publisher
e-mail: leader-ads@centurytel.net

To Whom It May Concern:

First, the good employees are the ones that have the qualifications and use them on a daily basis. The great employees are the ones that possess these attributes, but they also have a passion for their job. Joe has a passion for his work and has demonstrated his abilities at a high level, a level where even his peers have recognized his work. For example, during his employment at the *Cameron Citizen-Observer*, their sports coverage received extensive statewide and even some national recognition, and Joe was responsible for that coverage, the layout and photos. All were judged as either the best or near the top when evaluated by his peers.

His boss, the now deceased publisher of the *Citizen-Observer* Craig Watkins, valued Joe's passion for doing the job and doing it well. Thus, he promoted Joe several times and considered him an employee he did not want to lose.

Though Joe left the newspaper industry several years ago, I have remained in touch with him through the years, using him repeatedly for freelance projects while trying to coax him to join my staff. He has had a highly successful marketing/public relations career and has a rare talent for writing, graphic design and photography, all at a professional level. I know, upon his leaving, none of his previous employers have been able to maintain the outstanding quality he gave them.

If you are fortunate enough to get Joe to join your staff, that will be the day when your organization's communications efforts will reach a higher level.

Respectively,

Steve Tinnen, publisher