



**SAN DIEGO  
ECOLOGY  
CENTRE, INC.**

340 Kalmia St., San Diego, Calif. 92101-1599, (619) 235-0066

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May 16, 1983

To whom it may concern:

Re: Cheryl Carroll

Over the past two years I have employed Cheryl Carroll as media consultant for the San Diego Ecology Centre's recycling and conservation programs. In that time, I have come to admire her ability to plan and execute the various programs we have initiated. Cheryl approaches her work with an enthusiastic "can do" attitude which has always overcome the inevitable "glitches" that seem to appear in the best laid plans. Cheryl is highly organized and knows the value of networking; in other words, she's a hard worker.

Cheryl has provided the media coordination for our Christmas time "Give-Earth-A-Gift" program, our periodic Recycling Recognition Awards, and our Recycled Packaging Awareness Campaign among others. Most of our press events involve at least one local elected official, usually a member of the County Board of Supervisors, as well as local business people. Cheryl's persistence in scheduling these events and getting the press to "turn out" has always led to a successful program.

Cheryl has also designed, written, and provided layout for a number of communication pieces such as our newsletter, a recycling flyer to accompany a utility bill, and a ½ page cooperative newspaper ad in addition to our news releases and public service announcements for the last two years.

Cheryl has always been dependable, efficient and effective - a total professional. Working with Cheryl has always been a pleasure. I recommend her highly and would not hesitate to employ her in the future.

I would be happy to speak personally with anyone wishing further information on Cheryl's qualifications.

Marilyn Colombo  
Executive Director