

# S M A L L Business News

R.E.: Letter of Reference for Nancy Wintner

To Whom It May Concern:

I have dealt with many public relations/media relations professionals in my business, but few bring with them the level of diligence, rapport, and integrity that Nancy Wintner demonstrates. I've known her for a number of years, and I've come to count on her to introduce me to clients who serve well as sources for articles and bylined columns.

Unlike many in her profession, Nancy communicates with me regularly, not to sell me on some marginally worthwhile story idea, but to find out what I need from month to month. Each month, my needs change, and so do the opportunities for local businesspeople to be included in Small Business News. She understands that and works very hard to bring me stories and sources which ultimately enhance the publication. Quite honestly, she can count several of my cover stories to her credit because she has offered me workable ideas with compelling stories behind them. She has piqued my interest because she takes the time to meet with me and others like me to see what we want. Because of such diligence, I have grown to respect her and her work immensely.

Truly, I cannot say enough good things about her public relations abilities, other than to say this: I wish more "professionals" in the field operated the way she does and could be more like her. In my view, she is among the best in the field.

Sincerely,



Daniel R. Bates, Editor  
Small Business News