



NOR-WOOD LIFE CARE NFP

NORWOOD PARK HOME | NORWOOD PARK SENIORS NETWORK | NORWOOD PARK FOUNDATION
6016-20 N. NINA AVENUE, CHICAGO, IL 60631 | 773.631.4856 | FAX 773.631.4850 | WWW.NORWOODLIFECARE.ORG

NOR-WOOD LIFE CARE NFP
*a not-for-profit organization
founded in 1896 (formerly The
Norwegian Old Peoples Home
Society of Chicago).*

Thursday, July 21, 2005

To Whom It May Concern:

I have had the opportunity to work with Eric Goldman over the past three years. The experience been overwhelmingly positive, and I would recommend his services to any organization looking for a fresh image from a great designer.

Eric has worked with our company on numerous projects. One of the advantages to working with Eric is the fact that he excels in many areas. Prior to working with Eric, our organization committed to a complete re-branding to keep us competitive. Eric expertly led us through the process of redesigning our corporate image across all medias. The recreation began with our logo, and led to a new website and a full set of new collateral materials. Additional projects have included full color annual reports and invitation design.

Personally, working with Eric has been a very pleasant experience. He works confidently under deadlines, is always reliable, and has a way of making my job very easy. Eric needs little direction, and has oftentimes has directed me!

I am constantly receiving compliments from Eric's work from our clients. The pieces he creates are clean, creative, and professional. Thanks to Eric, we can now market our organization with a look that matches our excellent reputation.

Sincerely,

Linda Kreger
Director of Marketing
Nor-Wood Life Care NFP
(773) 577-5328
6016-20 N. Nina Avenue
Chicago, IL 60631

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