

February 11, 2010

To Whom It May Concern:

I am writing to you today to recommend my colleague, Debbie Seid, for the contract she is pursuing with you to offer her coaching and facilitation services to Federal employees.

I have known Ms. Seid for seven (7) years since we both joined the Board of Directors of the Jewish National Fund – San Diego Region (“JNF”). Three years ago, I assumed the Presidency of the JNF Board and, in this capacity, have come to know Ms. Seid’s skills and character on an even more substantive basis. I count on Ms. Seid to offer her organizational and personnel management skills to our Board and our community as we raise awareness and funds for environmental protection projects throughout the state of Israel. And Ms. Seid does not let me down. She regularly volunteers her time and expertise on numerous programs that we mobilize to bring greater understanding for and appreciation of the critical need for managing water and other essential ecological resources for the prosperity and well-being of all in the Middle East.

Her creative élan is always welcomed by me and our fellow Board members and staff: though her skillset has been earned over years of professional work in the field, she is able to easily transfer her organizational development know-how to our work as lay leaders in the community. She has assumed the mantle of leadership within the JNF community, running committees for the Board and planning and executing events, both large and small. She works effectively with persons of many types in this capacity, finding common ground with each of them and inspiring them to be their best in order to help our team achieve its objectives.

I understand that, in being awarded this contract, Ms. Seid is offering her expertise to perform ongoing coaching and facilitation of Federal employees via phone conferencing. I can recommend her unequivocally for this work and urge you to evaluate her proposal positively and toward the end of engaging her to complete the RFP’s scope of services. In so doing, she will become an asset to you and to all the employees who she coaches.

Sincerely,

Joni M. Steinman, Managing Principal