



141 Northwest Point Blvd
Elk Grove Village, IL 60007-1098
Phone: 847/434-4000
Fax: 847/434-8000
E-mail: kidsdocs@aap.org
<http://www.aap.org>

Mrs. Valerie Rawls
Hill Rawls Marketing Consultants, LLC
420 Jason Street
Schaumburg, IL 60173

Dear Valerie:

Thanks for this opportunity to give a reference to the quality service Hill Rawls has provided to the American Academy of Pediatrics (AAP) on several occasions.

Though we've worked together on several key projects, the one that stands out most in my mind is the NeoPlus project. Hill Rawls was contracted late in the game to help with a project that was already several months behind schedule. The competent, courteous staff worked quickly to create a winning design and offer marketing ideas that put a good brand on the new educational offering. The product enrolled more than 600 paid subscribers in its first year and is poised to become a key brand in the AAP's suite of academic offerings.

I look forward to working with you again in the future and encourage companies seeking creative minds for marketing and design projects to contract with Hill Rawls Marketing Consultants, LLC.

Sincerely,

A handwritten signature in cursive script that reads "Theresa Tracy".

Theresa Tracy
Managing Editor, Medical Journals
American Academy of Pediatrics
141 Northwest Point Blvd.
Elk Grove Village, IL 60007

Executive Committee

President
Carol D. Berkowitz, MD FAAP

President Elect
Eileen M. Ouellette, MDFAAP

Executive Director/CEO
Errol R. Alden, MD FAAP

Board of Directors

District I
Edward N. Bailey, MD, FAAP
Salem, MA

District II
Robert M. Corwin, MD, FAAP
Rochester, NY

District IV
David T. Tayloe, Jr, MD, FAAP
Goldsboro, NC

District I District V
Ellen Buerk, MD, Med, FAAP
Oxford, OH

District VI
Kathryn Piziali Nichol, MD, FAAP
Madison, Wisconsin

District VI I
Gary Q. Peck, MD, FAAP
New Orleans, LA

District VI II
Jon R. Almquist, MD, FAAP
Federal Way, WA

District IX
Burton F. Willis, MD, FAAP
Huntington Beach, CA

District X
Charles W. Linder, MD
Augusta, GA

Immediate Past President
Carden Johnston, MD, FAAP

Immediate Past President
Donald E. Cook, MD