November 13, 2012

To whom it may concern,

I would like to take a few minutes to tell you about my professional experience with Bill Gross. I’ve known Bill for several years through the bowling industry. While Bill is an accomplished bowler and participant in the sport, it’s his creative services that interested me the most when we started working together.

Bill started working with our company as a video producer for one of our other brands that my company owns. For about one and a half years, I observed his skill set and his way of managing the projects. Once I saw the creative abilities and unique perspectives, I knew that my brand needed an injection of that thought process.

There are a few things you’ll always get with Bill. First, you’ll know exactly what he thinks about your projects. I’ve found that Bill’s outspoken nature helps lead to a very creative environment when working on new video and audio projects. Second, I’ve always appreciated how Bill seems to see the angles and visions that I don’t. Every time I think that were on to a new video production idea that seems 100% ready to go, Bill’s right there with a way to improve our project for our end customer. In the end, that’s what all of our video and audio production work is about. We make videos to showcase our products and convince consumers to purchase our equipment. Bill’s creative ideas and perspective has taken our video production to an industry leading position, and has helped secure our long-term success in the digital introduction package for our new products.

But along with the video/audio work that Bill’s done for my brand, he’s also always there sending me creative ideas for new products, product names, marketing programs, etc. Bill’s always willing to challenge the status quo, and I believe that’s what being creative is all about. Creative directors don’t always have the best idea every time. But my experience tells me when they do have ideas, typically some of them are game-changing ideas. Bill definitely has the ability to develop these thoughts and articulate them in an easy to understand fashion.

If you would like to speak more about Bill Gross, please feel free to call or e-mail at the contact information below. I would welcome the opportunity to tell you more about a fantastic up and coming creative director.

Sincerely,

Jeffrey K. Ussery

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