



To Whom It May Concern:

I have known and worked with Ann Yoders over the last three and a half years as both peer and most recently, supervisor. Ann and I became acquainted in the fall of 2008 when she approached TerpSys to partner with a creative firm she worked for at the time on a web site project. Little did Ann know that TerpSys had bid on that same opportunity and not been selected for the finalists round! I worked with Ann to refine the technical proposal, present to the customer and await the verdict. While the outcome did not grant either of our firms the opportunity to deliver services to this Customer, Ann impressed me as a creative, innovative, and 'big ideas' person. We exchanged post-proposal thank you's with promises to keep in touch. We each went on our separate paths. But as Ann saw opportunities to recommend TerpSys on industry bulletin boards, she became an advocate for TerpSys and began sending leads our way. I was honored and impressed by her selfless acts several times over the next few months.

Then in July 2009, an opportunity developed for TerpSys to hire a Project Manager to the Team who could not only manage projects, but also raise our Team's industry visibility through new marketing efforts. I thought of Ann immediately, and after a quick interview process we hired Ann in September 2009. Ann quickly demonstrated that she was growth oriented and could quickly execute on ideas.

Key Qualities

- Growth Oriented, Highly Self-Motivated Creative,
- Strategic Thinker, Innovative
- Builds Strong Client Relationships
- Bold Thinker, Long Term Focus
- Not Content w/ Status Quo
- Rich Network of Peers
- Builds Strong Professional Relationships
- Community Focused / Giving Back

She then developed a multi-phased approach to set out to achieve. It was clear that Ann was not satisfied with the status quo and was ready to plot a new course for us. Over the first 6 months, Ann launched a successful webinar series, marshaled team member support, and executed them with excellence. Over the course of a few months, Ann grew our house file significantly. Ann engaged peers in the Association space in ways we never imagined, and grew name recognition through participation in a variety of industry events. Ann is a big thinker who is not afraid to suggest bold ideas, and has the capability to transform these ideas into action and results.

Six months after Ann joined the Team, she took responsibility for Customer engagements. She embraced the role of Project Manager for a series of Drupal web site redesign projects that focused on education, health, and child welfare. She then moved on to large strategy and .NET site implementations serving medical associations. Building on Ann's strength as a bold thinker, she frequently challenges Customers to take steps to go beyond their comfort zone in the interest of the long-term benefit of their members. Ann carefully balances short-term needs and the goals of long-term growth in all that she does. Many conversations have started, 'What if we... ' and the results that followed yielded outcomes that exceeded our expectations such as: using downtime to complete small projects for target customers and impressing them enough to win full-scale projects (through Ann's work, we brought in our largest client project to date), implementing new approaches when our 'well-established' process seemed to be limiting us, and expanding our reach through portfolio defining new projects. All of these represent Ann's ability to focus on the long-term goals while meeting short-term objectives.

Over the years, it's been clear that Ann has a rich peer network that provides opportunities for valuable dialogue, knowledge sharing, and partnering opportunities. Ann understands the value of connecting her colleagues to her professional network and provided ample opportunities for her TerpSys team members to expand their skills, share their expertise, or simply enjoy getting to know some exceptional individuals doing great things in the non-profit technology space here in Washington, DC. Ann writes for blogs, organizes panels, facilitates discussions in a style

second only to Phil Donahue(!) and creates connective community and peer-building in almost any environment.

Finally, Ann strives hard to build rapport with her Customers and peers. She is politically savvy, understands how to read between the lines, and manages situations based on this keen sixth sense. As a result, Ann is successful at building rapport and identifying potential issues sooner rather than later, so that she is a proactive solutions provider, rather than a 'wet blanket'! In consulting, there definitely is a difference!

If you seek a Team member who embraces change and isn't afraid to roll up her sleeves and help you imagine how to make future successes a reality-- then you would be well-positioned to speak with Ann over a cup of coffee and hear how she learned Spanish on a month-long road trip through Mexico or lived in New Orleans in post-Katrina New Orleans or realized her own significant personal transformation by achieving her fitness goals.

I'm gathering that if you are reading this letter, you are likely are not hiring someone to warm a chair, but are looking for someone to take challenges head-on -someone who can both think strategically and execute on those ideas. If so, then you have a great candidate in Ann Yoders.

Sincerely,

Matt Crudello
Director, Web Design and Development
TerpSys