

HIGH VISION



Inc.

Vandergrift, PA 15690-1204
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Greetings:

I am pleased to recommend James E. Laero in the field of marketing, business development, design and management. I have known him for 26 years and called on him in 1996 to assist with our newly formed company.

He was hired in 1997 and was instrumental in developing our business plan and expanding our company from a single service to a broad communications firm that embraced the latest multi-media technology. As a result we founded an online newsletter followed by an online magazine. As Internet connections reached saturation, he then led us to establish a full color print magazine, *Alle-Kiski Today*, which reached four counties, 13 school districts, and hundreds of retail outlets.

Mr. Laero is multi-faceted with strength in marketing, business development, design, communications and writing. He has a unique understanding of human nature and how to reach an audience. His ability to translate a message into multi-media platforms exceeds most marketing and design personnel I have met or worked with over my 40-year career in the publishing industry. The response to our publishing enterprises evoked praise from the public, businesses, leaders and gatekeepers.

Mr. Laero will be an asset to your business. He is loyal, dedicated and does what it takes to accomplish his work and his work has always been done with excellence. I highly recommend him. Should you have any questions, please feel free to call me on my cell phone at 724-681-1579.

Sincerely,



Stephen J. Myers, Jr.
Principal Owner
724-681-1579