



## Local Enhancement & Appreciation of Forests

Improving city life one tree at a time

April 6, 2011

To Whom It May Concern,

AlterSpark Consulting helped us simplify our business processes and transform our website into an engaging community portal.

We initially hired AlterSpark to analyze our data systems, identify a CRM solution, and to improve our website. The lead consultant, Dr. Cugelman, helped us better define our clients and stakeholders, map staff relationships with our constituents, and understand how all these complex interactions were occurring through a large number of information systems. On the basis of this, they were able to boil down our organization's work into a simple set of core business processes.

Then AlterSpark redesigned and reorganized our website around these core business processes. They made our website much more user focused, and turned it into a community hub, where our stakeholders can go to get things done.

AlterSpark pushed our social media integration to a new level, improving our community engagement and interactivity. The website now looks professional and with the new design, we are finding it easier to use the web to engage our constituents. However, most importantly, they aligned the new website with our upcoming CRM, which will truly transform our website into a core business tool.

We are still working with AlterSpark to finish our CRM project. Thus far, they have helped us understand our CRM needs, audit our current data systems, assess a number of solutions, and select a product.

During the process, Dr. Cugelman and his colleagues were enjoyable to work with, knowledgeable, reliable, and often came up with innovative solutions as our situation changed during the course of the project. I highly recommend AlterSpark's talented consultants.

Sincerely,

A handwritten signature in black ink, appearing to read "Janet McKay". The signature is fluid and cursive, with a long, sweeping tail that loops back under the name.

Janet McKay  
Executive Director