



January 15, 2015

To Whom It May Concern:

I am writing this letter of recommendation for Vladimir Medvinsky. I have personally worked with Vladimir for over 15 years on numerous projects with the City of Encinitas. Vladimir was originally hired as the graphic design firm to produce our City wide newsletter and recreation guide. Over the years our working relationship grew, and he provided graphic design and printing services for nearly every Department in the City.

Vladimir's main project was the City of Encinitas Recreation Guide. This was a quarterly publication, magazine style, approximately 40-pages designed, with over 30,000 guides printed and mailed. The competition was fierce to win this project, but every time it went out to bid, there was no comparison, and our choice was easily made. His prices were most competitive; the quality of printing and customer service was second to none.

Not only did Vladimir produce the Recreation Guide, but he also volunteered at City events, like the Easter Egg Hunt, Holiday Parade, park grand openings, and various important events as the photographer for the City. We used his photos for marketing and personal relations. Vladimir also volunteered at the Senior Center as a driver for local seniors in need.

Vladimir worked so well with my staff, that quickly all the Departments hired him for their graphic design and printing projects. To name a few, he worked with the Mayor, City Manager, Parks and Rec, Water District, City Council, Fire Department, Lifeguards, and many more. Vladimir and his company was our preferred vendor not only for printing and graphics, but we consulted with him on occasional marketing practices to promote City functions.

I personally saw Vladimir grow his company and become one of the most respected printing and graphic design firms in San Diego County. I will miss working with Vladimir as I have become accustomed to over the years, but I'm excited to see this next phase of his life and am happy for him and his family.

I highly recommend Vladimir for any of your printing, graphic design, marketing, project management or business executive needs. Please feel free to contact me with any questions.

Sincerely,

Nick Buck
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