



July 1, 2004

To Whom It May Concern:

It is with pleasure that I recommend Lysa Fitzhugh to a position in your organization. I had the opportunity to work with Lysa for two years at Chase Cardmember Services during which time I managed the Diversity and Career Development initiatives for the Tempe site, servicing more than 2,400 colleagues. As the site Communications Officer, Lysa was a colleague on whom I frequently relied to consult, support and execute on my myriad of communications needs. Lysa brought a professional and sophisticated touch to our print, email, Intranet and closed-circuit television communications supporting our ten cultural celebrations celebrated throughout the calendar year. She supported the ongoing communications and marketing needs of the ten employee networking groups I was responsible for, which in part helped to increase group membership and meeting participation. She was instrumental in helping to coordinate, design communications and execute a Diversity "town hall" in which senior executives from different Chase geographies assembled in the Tempe location to discuss our firm's commitment to and progress on diversity and engage employees in an interactive discussion and exercise on the topic. Without Lysa's help I don't feel these efforts would have been nearly as successful as they were.

In addition to being a highly skilled communications professional, Lysa is a visionary and strategic thinker who is able to organize and execute. Meeting the various and constant demands of 2,400+ employees across multiple levels and functions is no easy task and Lysa understood the need to organize a process to facilitate timely communications. Lysa spent time cultivating productive relationships with key business executives to understand their strategic business needs and communications challenges and opportunities; then she organized a group of functional liaisons to inform her on an ongoing basis of important functional information and collaborate on a communications approach. She established basic guidelines for communications to reduce the amount of re-work of material submitted to her, as well as a schedule of submissions deadlines for different types of media and messages to ensure timely distribution of key information.

Lysa is also to be admired for approach when consulting with others about communications needs and options; even when a client's ideas differ greatly from her recommendations, she's able to offer a defined point of view in a compelling yet diplomatic fashion, preserving the relationship while devising the best possible solution. In summary, Lysa is a dedicated, creative and talented communications professional who will be a valuable asset to your team.

Respectfully,

Gina Madeya
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