



August 29, 2006

Dear Sir or Madam:

I am pleased to enthusiastically recommend for your consideration Bruce Mendelsohn, who excelled for the past 30 months as Communications Director for the National Law Enforcement Officers Memorial Fund. Reporting directly to me, Bruce from the moment he arrived dedicated himself and his substantial professional skills and personal acumen to raising the NLEOMF's communications output and profile to an unprecedented level. His expertise was matched only by his passion and energy. This organization and those whom we serve have truly benefited from his presence.

In addition to being articulate, intelligent, reliable and highly responsive, Bruce is a inspirational manager and a quintessential team player. He consistently seeks professional challenges and always demonstrates the determination, energy and personality that enabled him to deliver an array of high quality products, on time and on budget, as well as to effectively work with staff at all levels of the organization.

Perhaps Bruce's greatest strength is building, maintaining and strengthening the relationships that are so essential to productively working with external and internal clients. His proven track record of communications savvy is complemented by top-notch instincts, as exemplified by his orchestration of the nationwide media and outreach campaign regarding the violent video game, "25 to Life." When the media now calls our offices they know he can—and will—quickly and concisely give them the answers they need. Bruce is a skilled interviewer who stays on message and on point, regardless of the media platform.

Bruce's productivity is simply tremendous:

- In just six months, he increased our e-letter subscriptions from 36,000 to 175,000.
- Under his care, our website has prospered: Since managing a website redesign, traffic on our website has increased by more than 75%—with more than 9 million hits in May 2006 alone.

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- Bruce has worked tirelessly to make the National Law Enforcement Officers Memorial Fund a leading authority on officer safety; our earned media as a result has increased exponentially since his arrival.
- Bruce's writing skills are truly impressive: He has helped write, edit and produce newsletters, brochures, a beautiful annual report, and countless press releases, articles and talking points for my speeches.
- Though not in his area of expertise, Bruce planned, coordinated and implemented comprehensive updates to the NLEOMF's Visitors Center. Judging by the 34% increase in visitation, his creativity, energy and ideas made a positive difference and also contributed to an increase in retail sales at our gift shop.

At all levels, Bruce has had a profoundly positive impact on this organization. As CEO, I knew I could count on Bruce to attend to the myriad details of making sure the NLEOMF and the National Law Enforcement Museum are top of mind among the general public, law enforcement and potential corporate donors. I relied on him to help me plan and understand the strategies and tactics that are key to keeping our various constituencies informed regarding our activities on behalf of our nation's law enforcement officers. Bruce is a highly effective and persuasive public speaker and (thankfully) runs concise and results-oriented meetings.

The best way to manage Bruce is to give him a task bigger than you think he can handle and stand aside while he delivers results beyond your expectations. Bruce is well equipped both professionally and personally to handle a high degree of responsibility. His results throughout his career speak for themselves, and when you meet him in person you will immediately understand why our loss could well be your gain.

If you have any questions, please contact me directly at 202-737-3400 or craig.floyd@nleomf.com.

Sincerely,


CRAIG W. FLOYD
Chairman and CEO