

Deborah Moody
ACPWC Director

September 17, 2012



Dear Ms. Moody,

I highly recommend Katie Ridge-Aweida as a candidate for certification as a professional wedding planner. Katie was employed by Callison, LLC from 2010 to 2012. Katie was in the Callison Healthcare Studio for the entire two years and I was her Senior Project Manager. Katie worked for me as a medical planner, designer, and project manager on a variety of healthcare projects in the Northwest. Katie was both thorough and meticulous in her work. She is self managing and her ability to plan, organize, and prioritize her work is exemplary. She always meets deadlines and she knows how to manage a budget and provide the best results possible while mindful of cost. Katie's exceptional organizational skill, outstanding people skills, tireless follow-through and thorough documentation should serve her well as a wedding planner.

Katie's educational background helped to make her a versatile employee. She holds a Masters Degree in Architecture from the University of Idaho School of Art and Architecture, and she minored in interior design and graphic art. She has a pleasant and professional style when it comes to client interactions. She is able to clearly communicate design options to clients. Her documentation of the decision making process was highly valued. Katie has a wonderful email communication style too. She is patient and informative when corresponding with clients and contractors, and I am sure these skills will serve her well when organizing weddings and interacting with families. When she disagrees with someone, she is able to clearly outline the reasons for her opinion and can negotiate resolutions without hesitation. Our clients found her informative style of communication helpful, since she always fully explained the reasons behind her recommendations and advice.

Katie is a creative individual who always followed a disciplined thought process that resulted in our clients making informed decisions. She knows how and when to seek advice from others to reach a well informed solution. Her clients were always pleased with the resulting designs. Katie is also collaborative and is a good team leader. She knew how to ask the right questions of our clients and her fellow team members to get the best possible solutions for each project she worked on. Additionally, Katie was flexible and always responded appropriately to change. She knew how to tactfully craft her responses in difficult situations and always responded in a positive way during discussions with clients or team members. Her calm personable demeanor was sought after.

Katie's intellect, diplomacy, organizational skills and self-discipline should serve her well. She has the tenacity and drive to bring complex tasks to a successful conclusion. She is a team leader, and is a friendly and personable co-worker. I wouldn't hesitate to have Katie plan our daughters' weddings. I am quite sure that Katie will be a tremendous asset to the professional wedding planning community, and she has my highest recommendation. If you have any further questions with regard to her background of qualifications, please do not hesitate to contact me.

Sincerely,
Gil Jaffe

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