

To whom it may concern,

I am pleased to write this referral letter for Norton Lipp and Associates. I had the pleasure of meeting Bill Lipp while he was the Chairman of the Mental Health Association of Southeastern Pennsylvania's Board of Directors in 2002. His guidance and advice were very helpful in my establishing the development and marketing department. His knowledge of marketing and advertising techniques has proven invaluable to me.

After his term on the Board expired, Bill's firm, Norton Lipp and Associates, was hired to work on special marketing projects. Our relationship with Norton Lipp and Associates has opened doors for us in the Philadelphia business community and helped us establish contacts we could not have made without them. This will further enable us to not only create awareness of MHASP but will provide us with the ability to increase our fundraising effort significantly.

I have not only benefited from working with Norton Lipp and Associates, but enjoyed it. Their creativity and good humor help to make a working relationship very pleasant. I look forward to collaborating on future projects with them.

Sincerely,



Anne McGrath
Director, Development and Marketing
Mental Health Association of Southeastern Pennsylvania

