



January 15, 2015

To Whom It May Concern,

I'm writing to give my whole-hearted endorsement of Nonprofit Resources, LLC as a highly professional, efficient and creative director and manager of non-profit associations. My company is a training vendor who has had the pleasure of working with Kristin Bennett to serve members of three different organizations. While serving as the Executive Director of the Blow-In Blanket Contractors Association (BIBCA) my team saw firsthand how well Ms. Bennett organized and administered not only their annual conference and tradeshow, but regional training sessions throughout the year,

But where we really saw her talents shine was during the 2012-2013 transition of BIBCA into the High Performance Insulation Professionals (HPIP). Collaborating with the insulation industry leaders, she quickly assessed the need for better, more accessible training options. Spearheaded by her leadership, my company was given the opportunity to assist in their development of a professional certification program by developing and producing an online training curriculum. During that period, not only did she guide our implementation of an accessible, affordable, and user-friendly training platform for their contractor members, she simultaneously directed the creation and implementation of HPIP's new website. She wrote copy and authored articles, assisted with the design and layout and then made numerous presentations to manufacturers and industry members.

Ms. Bennett is a skilled writer, a master in developing PowerPoint presentations and an engaging presenter and moderator. Even more importantly to non-profits, she effectively uses her outgoing personality and negotiating skills to secure donations and funding from manufacturers and industry partners to keep the organization running. Combine that with her tireless efforts throughout the year to pull off a successful annual conference and tradeshow and steadily grow the membership, Kristin makes sure the balance sheet stays in the green.

I have attended the conferences and tradeshows she has managed and have experienced how her hard work and dedication is apparent in how smoothly the events run. She is shrewd at negotiating for hotels and event venues; she's a great collaborator, knows how to think on her feet and is terrific at managing staff. Finally, her warm personality and desire to take care of people pays dividends in making sure attendees always have a great time at come back year after year.

To sum it up, Ms. Bennett and her team are so good at what they do; our company couldn't help but recommend them to assist another trade organization with which we do business. I'm proud to know that Non-Profit Resources is now managing the annual Convention & Expo for the Spray Polyurethane Foam Association (SPFA).

With pleasure,

Dallas L. Jones

President

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