



July 10, 2007

RE: Sally Pera

To Whom It May Concern:

Sally Pera's calls are always returned because those who have worked with her know that she means business, and good business, whenever she makes a call. She has earned wide respect among lawyers, finance professionals, and top for-profit and not-for-profit executives as a result of the fact that she respects their time, and understands their priorities. Sally can reach out to leaders throughout the community get immediate and attentive responses because they know she has their best interests in mind. She is sharp, capable, and takes her clients' agendas to heart as if they were her own.

When Sally agreed to join the Board of SVASE, the Silicon Valley Association of Startup Entrepreneurs, we knew she could bring a lot of outreach expertise and advice, but we did not anticipate the degree to which she would immediately take an active role in making new relationships happen. Unlike many marketing professionals, Sally is a "doer," not a "talker." No sooner is an action plan created than she is in the field executing it: making the right connections, setting the meetings, pitching the story, bringing the synergies of everyone relevant in her network to bear and creating mutual benefits. Sally was highly effective in bringing SVASE large new sponsors, brand name Board and Advisory Board members, and tangible media exposure. These are not the only things that she does well, but they were key needs of the organization that she addressed and in doing so achieved high impact results.

Any opportunity to take advantage of Sally's skills is an opportunity to grow your business.

Sincerely,

Laura Roden
Managing Director