



To Whom It May Concern:

I have been hiring and working with creative communications “experts” for the past 40 years for a variety of agencies, manufacturers, Unions and non-profits. One of the most important things I look for in an individual or team, beyond sheer creativity, is communications “wisdom.” That may be a term you haven’t heard before, but it sums up the ability of a creative person to bring to bear years of experience to sort out what merely is flashy, and what really works.

Jan Niehaus is a creative person of wisdom. I have worked with Jan on a wide variety of projects and clients for more than 20 years. She has the creative tools to make your project sing, and the accumulated wisdom to do that concisely and economically. Jan has managed her own creative firm effectively and successfully for all of that time. She has endured while many small agency writers and project designers have come and gone.

We have worked together on everything from product campaigns for companies including Purina Mills, Warner Tools, Nilfisk-Advance, and Ford Motor Company, to Labor Union recruiting programs, non-profit training tools, and specialized marketing collateral.

You’ll find that Jan quickly “gets” what you need, and she has a great ability to guide you toward communications applications you hadn’t thought of.

To discuss Jan’s capabilities further with me please feel free to call at 952-221-9787.

Respectfully

Jim Klatt
Regional Coordinator
Theodore Roosevelt Conservation Partnership &
Union Sportsmen’s Alliance