



NATIONAL ASSOCIATION OF
ELECTRICAL DISTRIBUTORS

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Wes Morgenthaler
NAED
1181 Corporate Lake Drive
St. Louis, MO 63132

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Hope Breidenbach
Education & Membership Coordinator
U.S. Green Building Council-Missouri Gateway Chapter
EarthWays Center
3617 Grandel Square
St. Louis, MO 63108

Dear Ms. Breidenbach:

It was a pleasure working with Jan Niehaus of Communication by Design from start to finish. She provided instructional design and writing services for one of our online training curricula, *Selling Green 101*, which was based on proprietary research commissioned by the NAED Education and Research Foundation and conducted by Jerry Yudelson Associates.

Jan's own knowledge of energy efficiency, green building, and renewable energy proved extremely valuable. She was able to identify topics that required additional information due to the rapidly expanding knowledge base; she conferred with electrical industry experts to secure the updated information; and then she seamlessly integrated this supplementary content into the courses.

Despite our aggressive development schedule and limited resources, Jan's work was of the highest quality throughout the duration of the project. Her attention to detail and excellent research skills helped to ensure the final modules were up-to-date and relevant for my industry learners. She also brought a lot of enthusiasm and creativity to the project with her ideas for engaging learning activities, imagery, and marketing the courses. And as the project manager, I never had to worry about deadlines or scope creep. Jan consistently delivered her design documents, course scripts, and other resources on time and within budget. Whenever obstacles appeared, she was quick to communicate with me and resourceful in finding solutions to keep the project on track. I highly recommend Jan for any instructional design projects and hope to partner with Communication by Design in the future.

Sincerely,

Wes Morgenthaler
LMS Administrator/Instructional Designer