



August 11, 2013

Re: Letter of Reference on behalf of Curly Dog Communications Inc. (CDC)

To Whom It May Concern:

Since 2007, CDC has successfully managed all aspects of McGill Nursing Explorations, a bilingual and interprofessional one-day event, which annually welcomes between 250-350 participants from across Canada.

Lisa Lipowski has taken on the major responsibility of ensuring that our planning team meets regularly, ensures that their directives are followed promptly and communicates regularly as well with guest speakers. She has an excellent team that handles the negotiations with the conference venue for services and menus, the registration for the event, the IT needs of the speakers, the entry packages for attendees and the evaluation. Lisa and her staff have been able to provide bilingual services and have integrated very well with McGill staff and departments in securing the resources required to mount our conferences – no small feat!

Lisa Lipowski and her CDC team have gone above and beyond our expectations. We have received excellent feedback from committee members, invited speakers and conference participants on how well they were received. Her “hands on” approach and her attention to containing our costs have been invaluable.

I have no reservations in recommending Lisa and Curly Dog Communications Inc. – they would be an excellent choice for your event management.

Sincerely,

Hélène Ezer N PhD
Director, School of Nursing