



# McGill

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To Whom It May Concern:

I am writing this letter of reference on behalf of Lisa Lipowski, president of Curly Dog Communication. We hired her firm to help us with the organization of an international conference that I hosted for nursing editors in 2012. This conference attracted editors from around the world. We saw this as an important opportunity to showcase McGill, Montreal, and Canada.

We were pleased with the services that Lisa and her team provided. We found them to be highly professional, well organized, and readily available. Whatever Ms. Lipowski did, she did very well.

Ms. Lipowski is a master organizer. She is in control of time and is able to anticipate what needs to be attended to. She adheres to a time line and keeps everyone on track. When she assumes responsibility for a task, she does so meticulously and thoroughly. She follows-up on everything. She is extremely detail-oriented while keeping the larger picture in view. The material she produced reflected the image we wanted to project and the messages we wanted to communicate.

Ms. Lipowski is very approachable and available. She has a very agreeable and sunny personality. She handles difficult, potentially stressful situations with grace and equanimity. She works extremely well with her team.

In short, Ms. Lipowski is an expert event organizer. She has had a vast amount of experience and there is very little that she cannot deal with. She treats every event, regardless of size, as if this is the only event on her agenda. She gives her clients the attention they require and the peace of mind that their event is in good hands and will meet their expectations.

Sincerely yours

Laurie Gottlieb, RN, PhD  
Professor  
Flora Madeline Shaw Chair of Nursing  
Director Emeritus, McGill School of Nursing  
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