

August 1, 2015

Dear _____,

As board chair for the National Coalition for Dialogue & Deliberation (NCDD), I am pleased to share my thoughts on Andy Fluke's unique skills and qualifications. Ever since the founding of NCDD in 2002, Andy has made major contributions to the organization's image, growth, and member service.

As creative director, Andy has been the development force behind our website and publications, anchoring NCDD's infrastructure and fostering its growth. He may be best known for developing the website from a handful of pages to what it is today: a 6,000-page compendium widely regarded as the leading source for news and resources in our field. In NCDD's first 12 years, he redesigned and expanded the website four times, in response to the needs of our community and the growth of the organization.

Andy's first love has always been graphic design, a skill he has wielded to create the conference guidebooks, reports, signage, infographics, and other NCDD material that have drawn praise from professionals throughout the field of dialogue and deliberation.

To focus only on Andy's creative skills, however, would be to miss the many other ways he has helped to shape NCDD. As co-founder, he played a critical role as sounding board and thinking partner for co-founder and executive director Sandy Heierbacher. His contributions to NCDD's day-to-day operations have also been significant: he has written & edited content for the website, planned & coordinated elements of NCDD's events, maintained the staff's computers, assisted with office management and much more.

Above all, Andy has been essential as a problem solver, stepping into new responsibilities and mastering new skills on the fly. This ability has been indispensable to our success: NCDD has always been a lean operation, and the desire to do as much as possible for members has required us to be thoughtful, frugal, and clever when attempting anything new, especially online. Time and again, Andy met these requirements in ways that moved NCDD forward.

As Andy moves into the next phase of his career, we know that his resourcefulness and "keep it simple" approach will serve organizations well for years to come. Thank you for this opportunity to recommend Andy to you.

Sincerely,

Barbara Simonetti



NCDD Board of Directors