

TO: Prospective Employees
FROM: Mrs. Virginia Lautato, Advertising Production Manager, Atlantic City Region
RE: My Recommendation of Mr. Michael Leon

Dear prospective employer:

I've had the pleasure of coming to know the talents and capabilities of Michael Leon during my tenure as Advertising Production Manager of the Caesars Entertainment Atlantic City Region. Creative design is a talent few are capable of expressing in a multitude of ways day in and day out. Michael Leon is one of the few designers I've come to know in my many years in the industry who answer every request with a solution more creative than the piece before. Michael has shown his creative talent and dedication to detail in comprehensive projects such as the original art for the 2010 Food Network, Atlantic City Food & Wine Festival. From that original art he continued to create signage, billboards, flags, invites, postcards, menus and a multitude of other collateral for the largest event of the Caesars Entertainment Eastern Region. Also notable are the many high end invites he has created. His New Year's Eve invites for Harrah's Resorts and Showboat Atlantic City took the form of leatherette bound books, popup rainforests, and a piece with a spinning windmill.

Refreshing brand standards is always the culmination of the ideas of many leaders of a corporation. Michael attentively listens to the variety of thoughts of corporate vice presidents and directors and forms several options for their consideration. Once a standard is finalized, Michael ensures its integrity is maintained.

Michael is however more than an incredibly talented designer. His talent includes the ability to see beyond present conditions and work towards goals to restructure and develop an art department independent from outside resources. Michael assisted in the purchase decision for computer equipment and software as well as assisted in its installation. Mike played a role in the organization of the new server, which became a library of past and future files for the variety of brands Caesars Entertainment owns. He was instrumental in creating templates junior designers could easily work off of and spent additional hours guiding them through the archives. Upon completion of bringing all design work in house; our department realized a savings of \$900,000 year over year.

Michael has always been dedicated to his profession and a valued employee. He is a team player who willingly assists young designers develop. His leadership qualities are evident and have unfortunately not been used to their full potential due to lack of opportunity for advancement within the organization. Michael is an exceptional professional.

Sincerely,
Virginia Lautato

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