

To Whom It May Concern,

We used Albrecht Events to project manage our work on a major national conference: the 2008 Annual Americans for the Arts. Held June 20–22 at the Sheraton Philadelphia City Center, the convention catered to a record audience of 1,500 arts and cultural leaders, including artists, arts administrators, business innovators, and elected leaders. Ashley Albrecht did an excellent job at helping us over 18 months to create and execute a program that successfully engaged our attendees.

For this project, Ashley Albrecht worked directly with a local host committee of Philadelphia civic and cultural leaders, including the late Peggy Amsterdam, then President of the Greater Philadelphia Cultural Alliance. Ashley also worked closely with our convention subcommittees, including Special Events & Tours, Hospitality, Arts & Entertainment, Public Relations & Marketing, and Fundraising. She provided support for smooth local event coordination and ably handled committee management tasks such as budget development, payment administration, committee reports, and timelines.

Ashley was also very successful in organizing and leading our multiple volunteer committees. She embodies a great sense of when to empower self-directed volunteers, and when to jump in and take the initiative to lead, herself.

The events Ashley organized included:

- a stunning Opening Reception, called "Taste of Philadelphia," at the Kimmel Center featuring the music of West Philadelphia Orchestra and dance by Kulu Mele
- an "Emerging Leaders" Reception at World Cafe Live in West Philadelphia
- evening events, ARTventures, and Walk & Talks that allowed participants to network and explore local cultural life in Philadelphia.
- performances by Alô Brasil, Delaware Steel, Fralinger String Band, Beau Django, and Rennie Harris Puremovement
- a closing event "Dance Party" at the Philadelphia Museum of Art, emceed by David Dye and featuring music of Philly's Best Acapella and funk band The Blue Method

Albrecht Events truly helped us to identify, track, and streamline our committee and event functions. In a short amount of time, they put into use a keen understanding of our goals and helped us to clearly define our role. Their collaboration with our leadership and stakeholders helped us to achieve exactly the results we were striving for.

I highly recommend her as a professional with high standards who is not only extremely organized and on top of all the details but also personable and a great communicator.

Sincerely,



Tom Kaiden, Acting Executive Director
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