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To: To whom it may concern

From: Denis Dion, Manager
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Re: Visions by Design, testimonial

The Canadian Ski Patrol System (CSPS) is one of the oldest and largest volunteer first aid and rescue organizations serving the outdoor sport and recreation industry in Canada. We are a nationally registered charity. Our services are provided by over 5500 volunteers. We are recognized as professionals at the over 140 venues we provide services to across the country. The Winter Extreme Ski Show & Swap was developed to support the Canadian Ski Patrol. There are 16 Winter Extreme events across Canada and 100% of funds raised support local volunteer first aid and rescue services in each of those communities.

In June 2005 the Winter Extreme Committee wanted to draw attention to major upgrades we have made to our premier fundraising event. We already had great newspaper, and national print media coverage. We have tried radio in the past with varying levels of success, why not try television? We took this idea to Cindy at Visions by Design. We found there was a lot more to this than we originally anticipated.

Cindy lead us through the process of defining the image we were trying to portray and determining the market we were trying to reach. She helped us develop a targeted script focusing on our event's key features. Her efforts did not stop there; she auditioned commentators for us, and once we were satisfied, managed the process to completion. Our finished product a 30-second TV commercial was so well received we also used it on our Winter Extreme Website. We were delighted and continued to use Visions by Design material to this day.

I am convinced that the professional work done by Cindy and Visions by Design has lead to our record show and swap sales over the last 2 years.

I wholeheartedly endorse Visions by Design and Cindy Harris's work