



**Dara Hosta Olmsted Spirit 5K Scholarship Foundation**  
25150 Water St. ♦ Olmsted Falls, Ohio ♦ 44138  
Phone (440) 522-2267

To Whom It May Concern:

It is my privilege to recommend Mark Madere for a position with your organization.

My family and I met Mark Madere of SpectraLight Photography several years ago when the Olmsted Spirit 5K Race was renamed the *Dara Hosta Olmsted Spirit 5K Race* in memory of our daughter. As the Founding Sponsor, Mark was responsible for soliciting contributions from many local businesses for the race. All proceeds go directly toward college scholarships with over \$200,000 awarded since the first year of the race.

With Mark's creative and industrious marketing and advertising strategies and his strong communication and business skills, we took our annual event to a new level. Participation grew from 35 participants to over 800. An event such as this requires an enormous amount of organization. Mark created and maintained a database of all sponsor information. All printed race materials, such as registration brochures, ads and posters were designed under Mark's direction. He created and updated our website with race information, registration forms, results and photos.

On race day Mark photographed the entire event. His photos and news releases were published in local newspapers and on the website for publicity - both before and after the event. In short, Mark Madere was instrumental in the production and growth of our race event.

Most importantly, Mark is a person of integrity. He is one of those rare individuals who work tirelessly and selflessly for the benefit of others. He is a man of great compassion and personal ethics. He is committed to his family, friends and his community. He is truly committed to making a difference in the world. I will always be grateful for the moral support and encouragement, both personally and professionally, that Mark has given me over the years, and for his generous gift of time and talent towards an event that means the world to both my family and me.

Mark Madere would be a tremendous asset to any organization. He is what I would call a "triple threat." He has it all: talent, business savvy and the personality traits to be successful. If you would like any further information, please do not hesitate to call me.

Sincerely,

Fonda L. Hosta  
Executive Director  
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