

July 8, 2018

To whom it may concern,

I had the privilege of working with Janice Ortbring for the last 5 years. During that time, I witnessed firsthand her creativity, attention to detail, and ability to multitask while running many marketing campaigns simultaneously. As the mortgage sales manager, Janice led print, internet, and radio campaigns that contributed directly to an increase in profitability by expanding our penetration into markets not typically reached by my sales teams. Her hands-on approach in helping to develop our 55 Minute Homebuyers Workshop was recognized by the MBA with a financial literacy award. The program continues to contribute to the banks CRA results in our underserved markets four years later.

Janice ran campaigns for multiple business lines of the bank while also managing the banks corporate marketing initiative. All events coordinated within the community on behalf of the bank were done on a very large scale with a tremendous attention to detail. Janice was a dedicated, tireless worker who worked hours well beyond the normal hours to insure each events success.

Janice's passion, energy, and commitment to excellence would be a tremendous addition to any organization.

Please do not hesitate to contact me if I can provide any additional information.

A handwritten signature in black ink, appearing to read 'Chuck Cracraft', with a stylized, cursive script.

Chuck Cracraft

Vice President and Mortgage Sales Manager

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