



## Letter Re: Marketing Breakthroughs

To Whom It May Concern;

The Soloway Jewish Community Centre has worked with Steven Klein and Marketing Breakthroughs on the Celebrity Sports Dinner for the past three years. Marketing Breakthroughs has consistently surpassed our expectations. They have demonstrated a level of expertise only achieved through extensive experience, knowledge and commitment. Mr. Klein's staff selection clearly illustrates a passion and commitment for this industry.

This past year marked the 10<sup>th</sup> anniversary of the Celebrity Sports Dinner. To honour this milestone, it was decided that this event should "be taken to the next level". In close partnership with Marketing Breakthroughs, this vision became a reality. Working closely with an MB Event Coordinator and Steven Klein as our Production Manager, a detailed audio/visual and décor plan was set into place and executed beautifully. Mr. Klein guided the process, requiring little guidance due to his ability to understand and translate our needs into actions.

Marketing Breakthroughs also acted as a resource for the Celebrity Sports Dinner when looking for other vendors. When the committee deemed it necessary to find video production services for the event, Mr. Klein contacted his suppliers to fill this void. Throughout the entire process, Marketing Breakthroughs took the extra steps to ensure that the event was a great success.

Mr. Klein's production team integrated almost seamlessly into the Celebrity Sports Dinner committee and ensured all production elements were kept within the committee's vision. The MB production team also assisted the committee in constructing a solid production plan for future years.

Marketing Breakthroughs has definitely helped the Soloway Jewish Community Centre achieve the vision of making the Celebrity Sports Dinner a "premier Ottawa event". We are fortunate to have worked with them and recognize achieving this level of a professional event would have been difficult without their insight and expertise.

If you have any further questions please do not hesitate to contact me at 613-798-9818 ext. 268.

Respectfully,

Anita Bloom  
Chief Operating Officer, Soloway Jewish Community Centre