AIWD
ASSOCIATION OF INDEPENDENT WELDING DISTRIBUTORS

Letter of Recommendation

FROM: Diane Calhoun
Director of Marketing & Conventions

DATE: February 4, 2015

To Whom it May Concern:

It is my honor to write this letter of recommendation for **Jim Zura.** He is, by far, the most professional, highly skilled and immensely talented videographer, director, producer I have ever worked with. We have done many projects together over a span of 26 years and have been fortunate to have earned a number of accolades for several of them.

Jim and I first began working together in Houston when I was an independent producer for TV and radio. One of my clients was an automobile dealership. As dull as local auto ads can be, Jim was able to help us produce otherwise boring, local auto commercials with a polished, national flair by taking the vehicles away from the lot and showcasing them in and around visually attractive Texas terrain. An instant success, other auto dealerships began to mimick our approach. In addition to putting the dealer on the map, it also strengthened our reputations as being "out of the box" creative artists.

Soon after producing numerous industrial videos together, I was hired to spearhead the development of an infomercial starring football legend, Joe Theismann and myself as hosts. I was entering "unchartered waters" with a project of this magnitude, but Jim took control and helped me produce a visually beautiful and successful project and showcased his amazing knowledge, skills and creativity. From pre-production to post production, crew staffing to lighting, creative direction to hands-on filming and editing, Jim is an extraordinary talent. From there, we have continued to work together on a variety of large creative projects, all of which have produced spectacular results.

I would be lost without this guy. Jim Zura is indeed a valuable asset to any group that has the honor of working with him and I credit him for helping me obtain many of the successes I have had in my own career.

Sincerely,

Diane Calhoun
Director of Marketing and Special Events
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