



Common Ground Etiquette

BUILDING A COMMUNITY OF EXCELLENCE

September 15, 2010

To Whom It May Concern,

I am very pleased and honored to present this letter of recommendation for Patrice DeHaven and Carried Away Gift Expressions. Patrice DeHaven and Carried Away are an inspiration to the small business community of Loudoun County. Patrice sets a great example with her excellent communication skills, great sense of humor, and professionalism. She is both knowledgeable and perceptive presenting customized business marketing ideas to her colleagues and customers and by creating the most unique baskets for any occasion. Carried Away's mission purpose of personalized customer service, by providing "presence to the customer's presents," is remarkable. Every product that Carried Away creates display that it was created exquisitely, with "you" (the client) in mind, and to please the recipient.

Patrice DeHaven never fails to translate the message you want to convey with great taste and artistic ability. Because of the way Patrice handles business, every year Carried Away expands its client list and gains trust from its customers. It is very rare to find such high standards of sincerity and trust-worthiness in the world of business today.

I have been a client of Carried Away for a few years and have come to know Patrice on a personal level as well. Throughout the years I have seen how her management style is such that she is very well-liked by her staff and collaborators, while still being amazingly effective. Even in this struggling economy her business has increased productivity and she is opening new markets in the Washington D.C. area.

Every time Patrice commands her audience when she gives her marketing presentation "Where is your Marketing GPS taking you," it impresses me the way in which she mesmerizes her audience by sharing a million and one brilliant and realistic marketing ideas. Her innovative approaches are incomparable and very successful. I have not been to one event where her audience doesn't want to hear more! Patrice displays her products in a clever way and offers you a range of affordable marketing favors for your business advantage. I always think of her as the Ambassador of Goodwill and Craftiness!

Patrice is always available to brainstorm, offer her ideas for events, share her contacts, spread the word, and if you happen to need a "gift" for your event she pitches in with a beautiful basket! I like to call her my "Go To Guru" because she is not only a business colleague, but she makes herself available to assist in any situation and also to share in your success. She builds bridges among colleagues and businesses, she contributes to Loudoun


communities in different roles, she is a Girl Scout Leader, she works with her church in different humanitarian projects, she volunteers with the SBDC for their annual event; she sits in the Advisory Board of Success in the City, and much more, and she does everything with a big smile and a warm heart.

In closing, let me take a moment to recount an incident which I believe speaks volumes about the superior nature of Patrice and her business. I am a business etiquette and protocol trainer and had a networking "practice" session with my class. I invited Patrice to be part of this session and assist in evaluating the class. As soon as she came in, Patrice approached the class with friendliness and made my students feel at ease, she presented her business beautifully and kind of lead the way for them to be able to proceed with their newly learned protocol skills. Patrice can relate to people in many ways and has a zest for life. Just as I asked Patrice to evaluate the class, I also asked the class to evaluate the guests from our event and needless to say, Patrice was rated by all the students the best and favorite guest we had. I happen to know she also won a client or two that night!

I could continue on with more glowing accounts of Patrice and Carried Away, but will instead simply say that I really do think the world of her and respect her greatly.

Thank you for the opportunity you have provided me to share what an outstanding business woman Patrice DeHaven is and what a great retailer business she runs!

Sincerely,



Belinda M. Cermola
President

Patrice DeHaven
Carried Away Gift Expressions

and success in the marketplace!

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