



To whom it may concern:

Bill Turner was a valuable member of my sales and marketing team for 3 years at The Dallas Morning News. He was dependable, enthusiastic, and a hard worker. Bill was instrumental in helping us develop and launch a new product targeted to the Health Care industry. He has a deep passion for understanding and helping businesses with their challenges in that specific field. Most of all Bill is extremely creative; he addresses any challenge or opportunity with a positive creative manner. He is a good trouble shooter and I would enjoy the opportunity to work with him again. He is an asset to any team.

Sincerely,

A handwritten signature in black ink that reads "Lisa K Virgoe".

Lisa K Virgoe
Regional Sales Manager
ReachLocal
6504 International Pkwy Suite #1200
214-545-5531

To All Employees of the Nurses Lounge:

Bill, I wanted to take a minute and say thanks for all your hard work and dedication in making The Nurses Lounge a great success!

First let me say that everyone's hard work and dedication this year has been evident as we are having our best year ever. I know it isn't easy going up against the numerous entrenched Goliath's we compete against each month.

We are having great reader feedback in all markets. Praising the editorial as well as the look and feel of the magazine. As a result, advertisers are receiving a great return on their investments and love the customer service you each provide and that is so necessary for a business like ours to thrive. For that, I would like to thank each of you.

Bill, For those who don't know, has undertaken the task of creating the DFW Healthcare HR Associations newsletter each quarter. It goes to all of the DFW's HR recruiters. He had to learn Adobe InDesign to do so. We get a free ad in the program as well.

In the last 2 months he created the 20 pages of the Great 100 issue after driving around town and taking (many times re-taking pictures because he didn't like the picture sent to us) probably 50 of the 100 pictures we needed.

He color corrected most all the pictures as well as many of the pictures that went into the May Chicago magazine.

In addition, our special May issue had sales of over 94k with 52 pages. This was 20k more than our best issue to date.

He also created The 24 page program for the Great100 event which was passed out to all who attended.

In June Bill created The DFW Hospitals council Program for their annual meeting which is attended by top executives from all the Hospitals in DFW. He attended and took pictures of the Nurse who won the employee of the year award. Her picture is on the front page of our June issue.

In March he created a 32 page CE Pub for Memorial Hermann in Houston. It contained 3 CE courses and was mailed to 35k Houston area nurses.

With all that he still somehow has time to talk on the phone to me an hour a day going over the 5 new ideas he has on how we can do this better!

Bill, again, thanks for your hard work and dedication. You are an inspiration to us all and it has made our magazine as well as each of us individually better off for it.

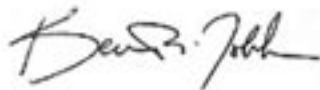
Tim Armes
Publisher
The Nurses¹ Lounge
Office # 972-393-5892
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The Dallas Morning News

To whom it may concern:

I have worked with Bill Turner on many projects and have known him personally for over 10 years. Bill is innovative, resourceful and full of great ideas. Bill has run his own magazine as well as coordinated and produced numerous outstanding publications for specific events. Bill's sales approach with customers is personal – he really gets to know his clients and works hard to deliver the expected results. Bill has advanced Photoshop™ capabilities and his imagination, creativity and sense of style truly make him a unique package.

Regards,

A handwritten signature in black ink, appearing to read "Kevin Noble". The signature is fluid and cursive, with a large initial "K" and "N".

Kevin Noble (Knoble@dallasnews.com)

R E C O M M E N D A T I O N
for
BILL TURNER

August 17, 2011

To Whom It May Concern:

As the Regional Editor of Texas for ADVANCE for Nurses newsmagazine, I had the opportunity to meet Bill while he was the Publisher for Nurses Lounge magazine. Although our magazines were competitive, Bill was always a true professional, helpful and cordial, knowledgeable at all events both of our magazines covered.

Bill has a strong presence in the healthcare/nursing industry in Texas, and is well-known and well-respected by hundreds of key healthcare/nursing leaders. He has a wealth of experience in all aspects of managing and marketing all media outlets and vehicles.

While the economy was decreasing, Bill increased his duties with the publication without falter, by stepping up to the plate to manage all photographic needs, all marketing materials, as well as selling, creating and placing all house advertisements and client advertisements. Bill essentially doubled ad revenue for Nurses Lounge during his first year with the publication, and tripled ad revenue during his second year. In addition, Bill researched, wrote and edited all cover stories for three major metropolitan Nurses Lounge magazines in Chicago, Houston and Dallas simultaneously.

In addition to his publishing responsibilities, Bill supervised the editor-in-chief, fulltime and freelance writers, graphic artists and illustrators, and the magazine's account representatives.

As a visionary and leader in his field, Bill brings a history of "firsts" to several of his achievements. Bill helped launch Nurseweek magazine in Texas and Pulse magazine, published by the Dallas Morning News, and was noted as the most expansive and widely-read issue when he covered the 2005 Dallas/Fort Worth Great 100 Nurses Gala and Awards Presentation in Dallas at the Morton H. Meyerson Symphony Center.

Without hesitation, I would recommend Bill Turner for a position in your organization and corporation. Bill is an invaluable asset to any company.

Please contact me for further recognition of Bill Turner's qualifications, and/or questions you may have regarding this letter.

Respectfully recommended,

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