



CONSUMER PROTECTION BC

Re: Reference Letter for Donna Dixson

I first met Donna Dixson in her capacity as the Manager of the Abbotsford Farm & Country Market. What initially struck me about Donna, in addition to her amazing ability to accomplish a large number of simultaneous tasks, was her innate ability to genuinely inspire the people around her to the point where they were able to accomplish more than they ever thought possible.

When the position of Sales & Marketing Manager was created at Tourism Abbotsford, Donna was the first person I approached. I knew that she would be a perfect fit. Not only was there a lot of work to do, but the local tourism industry was still in its infancy and I knew Donna was the right person to work with our marketing partners to build a culture of success. Simply put, it was the most right I have ever been. Donna hit the ground running with limited resources and virtually no direction. Within weeks, great new projects and partnerships were popping up. While her accomplishments are too numerous to mention, I wish to highlight that she was the catalyst for the creation of Abbotsford's two most successful destination marketing programs. The first being the Circle Farm Tour, which has since been recognized as BC's top annual marketing campaign by the Economic Development Association of British Columbia. The second was a community wide sport hosting campaign branded as "Sport Town Canada", whose impact was recognized by the winning of a BC Tourism Industry Award in the category of Community Sport Tourism Legacy.

Donna eventually left Tourism Abbotsford to pursue other exciting opportunities; but whenever I really needed to have something done right, I reached out to Donna and asked her to engage with Tourism Abbotsford as a contractor. Again, the examples of success are many. One recent example was the development of a Tradex Venue Enhancement Plan. Donna worked with our management team to prepare a vision which resulted in four major facility projects being funded in the aggregate amount of \$1.5M.

Working with Donna over the years has been a rewarding experience. We have collaborated on major projects and I have watched with keen interest as she has led other organizations to great success. Donna is a colleague who has both inspired and challenged me. At the end of the day, I count myself as one of those people who was able to accomplish more than I thought possible because Donna convinced me that I could.

Please feel free to contact me at your convenience to discuss this letter or my reference of Donna Dixson in greater detail.

Regards,

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