

The board of North Country School/Camp Treetops would like to extend its grateful and heartfelt appreciation to Jaime Collins for his excellent work spearheading the new marketing initiative. Marketing was something new to NCS/CTT, and was not something the institution “took to” quickly or easily, despite the recognized need for it. Jaime’s patience, tactfulness, listening skills, consensus building, and diligent research were the perfect match for the task, and the results will put the institution on firm ground as it moves forward into its future. As a result of Jaime’s work, NCS/CTT now has excellent positioning statements, very attractive and effective taglines, logos, word marks, stationery, and flash photo treatments of same for its website—all long hoped for deliverables—but more than anything else, it has a new appreciation and understanding of how to integrate marketing into most decision making processes. NCS/CTT will always be indebted to Jaime for his work, and wishes him great success with his new opportunity.