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Dear Review Panel:

I am pleased to provide an enthusiastic reference for Broadreach Public Relations, located at 19 Commercial Street in Portland, Maine. I am confident that their team would serve you well.

In my capacity as a professor at the University of Maine, I have had an opportunity to work with Broadreach on two projects. Most recently, Broadreach has served as the primary communications consultant for the [Local Catch Network](#), which is based in my research program at the University of Maine. Established in 2011, the Local Catch Network is a hub for knowledge exchange and innovation to support and catalyze local and community-based seafood systems. Today, the network is made up of more than 500 members, including over 200 seafood businesses from across North America. Members of the Local Catch Network align with a set of [core values](#) that aim to create a higher level of accountability and trust, both internally within the network and externally to the public. Local Catch Network members include seafood harvesters who sell their catch locally and regionally through direct marketing channels as well as those engaged in research, technical assistance, and community organizing.

Broadreach has strengthened every aspect of our communications by helping us refine our communications strategy, engage with media outlets, and pitch stories to local, regional, and national journalists. This work has led to a number of high-profile stories, including recent coverage by Good Morning America. The Broadreach team is timely, easy to work with, and highly dynamic.

If you have any further questions or would like to speak with me about my experience, please feel free to contact me.

Regards,

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