



June 22 2024

Dear MERC Selection Committee,

I am pleased to recommend Amber Rogals as a service provider for your collection of Maine-based service providers. Amber has been an integral part of Gneiss Spice's visual storytelling since the fall of 2022, capturing both product and lifestyle photography with exceptional skill and creativity.

Amber stands out not only for her photographic talent but also for her exemplary professionalism and dedication to understanding our specific needs. She communicates effectively, ensuring clarity in project goals and timelines. This results in successful photo shoots that accurately reflect our brand. There are times when we have been unable to articulate exactly what we need, and Amber has been flexible to conduct re-shoots whenever necessary to perfectly capture our vision.

Additionally, Amber is also a recipe developer and social media manager. These unique skills offer opportunities to other Maine-based food-manufacturing and agricultural businesses to expand their marketing reach through engaging content.

Thank you for considering Amber Rogals for inclusion as a MERC service provider. Her ability to deliver high-quality work on time and her openness to feedback make her an excellent candidate for MERC. I am confident that she will be a valuable addition to your network of professionals.

Sincerely,

Beth Weisberger
Founder, Gneiss Spice

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