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September 10, 2013

To Whom It May Concern:

I had the pleasure of working with Tom Howe this past summer in his role as Marketing Intern at Squam Lakes Natural Science Center.

Some of Tom's responsibilities included:

- **Photography** – The Science Center was in need of updated photography for marketing purposes. Tom was able to capture fantastic images of our live animals, lake cruises, gardens, programs, and visitors at the Science Center. Tom has a great eye for photography and captured many images that beautifully show off the Science Center. Tom not only took pictures but he edited and organized images as well. He also took responsibility for our Flickr feed by updating it with new pictures, organizing the layout of sets, and updating the branding to bring it in line with our standards. See much of Tom's work at <http://www.flickr.com/photos/slpsc/sets/>.
- **Video** – Another goal for the summer was to increase the content on our YouTube Channel, in particular creating videos about our Squam Lake Cruises. Tom created videos for individual lake cruises and also made a compilation video summarizing the cruises. He did all of the videography, editing, graphics, audio work, and voice overs to make polished on-brand videos that were a great representation of the Science Center. Tom also created videos featuring some of our animals and testimonials of cruise participants and trail visitors. See some of Tom's work at <http://www.youtube.com/nhnature>.
- **Blog** – All of our summer interns (marketing and program) write blog posts during their time here. Tom's blogs were insightful and helped to develop his skills as a writer.
- **Social Media Graphics** – As noted above Tom updated the look of our social media graphics to bring them in-line with our brand standards. He is up to date on the latest changes in options and accessibility using different screen sizes and resolutions. He came to me early in the season and suggested many of the changes to make. He designed the

graphics and made the changes to Flickr, YouTube, and Twitter.

- **Online Event Listings** – Our Science Center has many special events that need to be publicized using online listings. Tom managed this task very well ensuring that events were posted well before they took place. Tom found tools to help him manage the repetition of posting the same event to many different channels.
- **Time Management** – Tom got a huge amount accomplished during the summer. Our goals were realistic and our hope was to get maybe a handful of new images and a few new videos. Tom went well beyond our expectations by gathering and creating so much new content for us. He is great at finding tools to help use his time as efficiently as possible.
- **Overall** – Tom was a complete pleasure to have at the Science Center. He is a hard worker in his own quiet way. He is an innovative thinker and very comfortable using technology to help him be efficient. His eye for photography is very impressive. One of our trustees even took the time to mention how great his photographs are. He is comfortable in new situations and has a good sense of humor. One thing that impressed me so much for someone without a lot of marketing experience was his understanding of our brand and the importance of branding and brand standards. I think Tom also learned a lot this summer by being able to spend the time to focus on becoming a better photographer and learning the editing software to create professional looking videos. Everyone at the Science Center thoroughly enjoyed having Tom be a part of our team. We'll be using the lasting images and videos that Tom created for our marketing materials for years to come!

Please feel free to contact me with any specific questions.

All the best,

Amanda Gillen  
Marketing & Visitor Services Manager  
Squam Lakes Natural Science Center