



Roseville Area Schools • District 623

Serving the Communities of Arden Hills, Falcon Heights, Lauderdale, Little Canada, Maplewood, Roseville, and Shoreview

February 7, 2002

As Marketing and Communications Supervisor in the Roseville Area Schools Beth Holsen has redesigned all of the district-wide publications, many of the program publications and the district web pages. Beth has very strong technical skills and is able to utilize these tools to produce very high quality publications.

In addition to the strong technical skills, Beth has the ability to design brochures, invitations, posters, handbooks, newsletters, stationery, annual reports, etc. She has a fresh approach to school publications and knows what it takes to hold the attention of the reader.

Along with the technical skills and design skills Beth also has the unique ability to write and edit copy. We have appreciated her clear communication style and counted on her to “clean up” our educational jargon.

In defining Beth’s skills one must include the fact that she does all of these things at top speed. Often I will discuss a project and within a few hours she has a mock-up of the publication in my hands. It is that energy that defines Beth. She is quick to pick up an idea and able to provide her own ideas for a design or layout.

Working with Beth is always fun; she has a wonderful sense of humor about herself and her work. It is easy to work collaboratively with her because she is always respectful of my ideas and thoughts. Her standards are high and she produces quality work.

Sincerely,

Dr. Sally W. Warring
Director of Community Relations and Technology
Roseville Area Schools
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