

Michael A. Cole

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To whom it may concern,

It is my privilege to have the opportunity to provide Janice Ortbring with a letter of recommendation. Janice and I worked together for over four years at Bank of Ann Arbor where she held the position of Vice President, Marketing. As President of the bank's Technology and Life Sciences Banking Group, I worked often with Janice and her team on marketing related events, activities, branding projects, and brainstorming sessions.

From her first day on the job at Bank of Ann Arbor, Janice brought an energizing creative spark and passion to her work as the leader of the bank's marketing department. I especially appreciated her ability and willingness to think and act originally and imaginatively in a financial institutions industry not known for embracing change and new ideas, while maintaining a resourceful and watchful eye on the budget.

Over the past four years, the Technology and Life Sciences Banking Group at Bank of Ann Arbor, with the help of Janice and her team, has (among many other things):

- Assumed a visible central role in a local monthly leadership event series
- Launched a Detroit centered leadership series
- Created a unique innovation sector annual live music event
- Rebranded the group including a new logo, portable event banners, logoed padfolios, brain-shaped stress balls, and an enhanced social media presence
- Executed a regional series of events to celebrate the group's fifteen-year anniversary
- Published visually appealing, highly confidential, internal annual reports
- Received an award for our partnership efforts with the regional economic development agency on an annual innovation sector citywide event
- Often been a stand-out sponsor at local events due to unique and creative marketing ideas, collateral, and/or activities
- Been on-time and on-budget

Most of all I will miss working with Janice because she is such a fun and enjoyable person to be around.

Please do not hesitate to contact me if I can provide any additional information.



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