

## PEARL Says "Thank You" to Long-time Communications Partner

WHEAT RIDGE, CO - Winn Hardin and his company, HBC, were hired by PEARL in 2007 to handle marketing and communication needs at a time when PEARL had very weak marketing resources.

Winn was instrumental in bringing PEARL to a much higher level of market recognition. With regular press releases, white papers, ad space graphics creation, story editing, newsletter preparation, and solid advice to the PEARL Board of Directors, PEARL is doing a much better job getting the word out about PEARL, thanks almost entirely to Winn and HBC. The new Association Management Company, Kellen Company, has integral marketing communications and is taking over for HBC, but from a marketing perspective, they have big shoes to fill. It is PEARL's hope that it will have the opportunity to continue working with Winn on special projects, as he is a remarkable and capable resource. Thank you, Winn, for all you have done for PEARL over the years.