

September 7, 2011

RE: St. Joseph's Hospital Wayfinding and Signage Services

To Whom It May Concern:

As the Director of Facility Services for the St. Joseph's Hospital, Tampa Campus, I have had the privilege of working directly with Kelly Crandall, Co-Owner and several other associates of Creative Sign Designs, for the past three years. Her role on our multiple projects was to serve as a wayfinding consultant in alliance with Mari Frith and Associates to analyze and make recommendations to enhance the internal wayfinding of the facility for our patient and visitor populations. Kelly and Mari's extensive healthcare-specific experience and knowledge of the inner workings of large facilities in general, proved invaluable in contributing to the overall success our wayfinding enhancement project. In addition, their ability to communicate with the Owner's Marketing, Facilities, Operations, and Maintenance staffs enhanced our interdisciplinary communications and enabled our projects to move swiftly, on schedule and on budget. Uniquely, Creative Sign Designs was able to fulfill the additional needed roles of Designer, Fabricator and Installer for all interior and exterior signage enhancements to implement the new wayfinding program.

We have been appreciative of their ability to meet deadlines and provide top quality design documents, sign products and installation services. This was evident throughout the construction of our new Critical Care Tower followed by the implementation of the enhanced wayfinding program and carefully coordinated patient renumbering initiative that took place throughout the facility. The design and project management services that Kelly's firm provided for our projects have enabled them to become St. Joseph's Hospitals preferred sign contactor for such work on subsequent projects.

We look forward to continuing to work with Kelly and we believe that she and her associates will be valuable assets to your team on your projects. I would certainly recommend Creative Sign Designs to any company who needs consultation, design, fabrication, project management and installation services. We are very pleased with their partnership and professionalism throughout this process and I look forward to doing business with them for many years to come.

Sincerely,



Richard C. Armstrong Jr. CHE CFEM MS MBA
Director, Facility Services
St. Joseph's Hospitals - BayCare Health System