

**March 19, 2002**

**I have rarely been asked to write a testimonial for anyone. This is probably because my reputation as a straight shooter with an acid tongue scares people away. However, when asked if I would write one for Full Spectrum Communications' principal, Lela Katzman, I had no reservation in doing so.**

**Lela and I have been working together for the past 11 years. She has been the Media Relations guru for all three GE Departments I have been associated with which include GE Marine & Industrial Engines, GE Marine Engines and GE Industrial Aeroderivative Gas Turbines.**

**In my role as Marketing Communications manager I have been responsible for the overall communications programs which included Media Relations. Because these departments are a part of GE Aircraft Engines whose media people are on the flying side, the need for a media person to handle these different industries was clear at the onset.**

**Lela was chosen for this position based on her previous experience. During these 11 years Lela has clearly demonstrated her resourcefulness in planning media programs, contacting editors, arranging great interviews, writing articles, placing photographs and generally delivering way more results that her contracts with GE have called for.**

**Furthermore, editors all report that they respect Lela, value her insight and advice, are amazed at her understanding of our highly technical products and look to her for article ideas to enhance their publications**

**Lela is a self-directed performer whose value is to the marketing effort is immeasurable. More than all that she is a loyal and very supportive friend.**

**Bob Bass  
GE Consultant  
President, Tell It Like It Is Communications**