

## **Gas Turbine World**

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To Whom It May Concern:

RE: Lela R. Katzman, Full Spectrum Communications

I've known Lela a lot of years, from her early days at ASME through her work at a subsequent agency to her current position with her own company, Full Spectrum Communications.

Briefly, she is, if not the best, one of the best and most professional communicators I've come across in 33 years of editorial experience.

Key points: She gets the job done on time without being aggressive or pushy. She knows the gas turbine industry inside and out. She knows the people in the industry and they know her.

She puts together a press release that is not only informative, but usually contains some interesting points and sidelights – a bit of background that most PR people ignore (or don't care about) – that can make the difference between a release that goes into the round file or gets into print.

She's prolific. For example, before Lela got the S&S account (now GE Aero Energy Products) years back, we'd see maybe four releases a year from the company, primarily aimed at investor relations and obviously designed to pump the stock. Now we get timely, informative and worthwhile news on the company that keeps us up to date with current, usable information, not B.S. Same goes for her other accounts.

I could go on and on, and if you want me to, give me a call.

Thank you,

Robert Farmer  
Editor-in-Chief