

September 15, 2019

To Whom This May Concern:

I have had the privilege of working with Mora Rowe in various capacities for five years. I have found her to be consistently professional, knowledgeable, friendly, persuasive, and effective. She is one of the hardest working professionals I have encountered.

A bit of context. We live and work in the small town of Auburn, California. Auburn is located within the County of Placer, one of the largest counties in California. Our county includes dense sub-urban population centers, small agricultural towns, and vast recreation areas. I am including this information because as Executive Director of the Placer County Visitor's Bureau (PCVB), Mora was charged with marketing the whole of Placer County. From small, economically challenged towns, to wealthy enclaves, she promoted and help to revitalize any area she touched. I served on the Board of Directors for three years when Mora was Executive Director of PCVB. I watched her carefully cultivate key relationships with Visit Sacramento and Visit California. I watched as her vision for Placer County unfolded. The organization became more widely recognized, was held in higher esteem, and became a "go to" for marketing and tourism leadership and vision.

As Economic Development Director for the City of Auburn, the same result unfolded. Mora brought new life to this small town. Through her understanding of future trends and her thorough understanding of the nature of community she has been able to open a dialogue with an entrenched City Council. With the implementation of various community activities, such as the Thursday Night Co-Op, Mora has helped to revitalize the city. Her energy and boundless optimism have enticed several small businesses into the downtown area. Of note is the fact that two of those businesses are operated by young people who were born in Auburn have come back to town to live and raise families here.

In addition to all of her other talents, Mora is wildly creative. As the CEO of a 501c(3), PlacerGROWN, an Agricultural Marketing organization, I had the opportunity to work on an Agricultural Pavilion for an event in Sacramento, California, the Farm to Fork Capital. There were 50,000 attendees. Mora envisioned and then created a 20x20 display called "PlacerGROWN Farm to Fork Since 1849". The pavilion was the hit of the event. It was so beautiful and conveyed agriculture in Placer County so well that we were interviewed by three different television stations and the booth was featured in media going forward. She has done the same for our Crop to Tabletop Dinners, always advising me on how to elevate the brand and what it means to for the brand to have esteem.

Mora took the PCVB and the City of Auburn's Social Media presence from nothing to excellence. Her artistic sense, along with her sense of what we have to offer, made her an optimal social media partner. Put simply, she has excellent instincts.

I suspect that this isn't a typical letter of recommendation, but Mora isn't a typical person. Her work ethic, her loyalty, her zest for life, and her creativity add up to quite a special person. A cookie cutter view just doesn't do her justice.

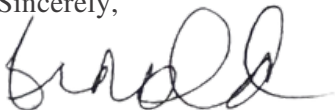
I have listed many attributes and talents that Mora possesses, but, perhaps, one of the most important things about Mora is her ability to make people who work with her want to work harder, want to do better, want to go that last mile to get the job done.

We will miss her. She made our jobs easier, shed a bright light on what is good about our community, and made cheerleaders of us all. That's great for Marketing and Economic Development.

In closing I would like to add that Mora's body of work speaks for itself.

I am available by phone or e-mail if you have any questions. It is a rare opportunity to write a letter that is so positive and so truthful.

Sincerely,



Carol Arnold
CEO PlacerGROWN



11477 E Avenue
Auburn, CA 95603
530-863-0531
carol@placergrown.org