



TOWN OF ORONO
PLANNING DEPARTMENT
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RE: Sutherland-Weston Marketing Communications

To Whom It May Concern:

The Town of Orono and the Orono Economic Development Corporation recently decided to develop brand new economic development and marketing materials – including, most importantly, a message and a brand that might quickly convey who Orono is and what we can offer to businesses.

We hired Sutherland-Weston through a competitive process. That was nearly three years ago, and even now, two years after their work was complete, we consider them partners to whom we can (and do) turn for assistance. Further, what they produced for us continues to be fresh and in everyday use – from our “landing site” to YouTube channels to our new ads in MaineBiz.

Elizabeth, Cary and their team were readily available to us. We met in their “idea” room, where they listened to our ideas and we to theirs. They provided us with strong initial drafts and were ever adaptable to the changes we suggested. The result of this interaction was an image and message that now are incorporated into our web site, brochures, display graphics and ads.

Cary and Elizabeth are both deeply involved in civic and municipal matters in the Greater Bangor region. They “get it.” This, combined with their communications and marketing skills, make them a solid choice for municipalities and regions trying to compete and grow.

Sincerely,

Evan Richert