



September 25, 2007

Marilynn Deane Mendell
125 Caroline Street
Fredericksburg, Virginia 22401

Dear Marilyn:

We want to thank you for the excellent work you are doing in promoting Phipps's new green initiatives. Your re-imagining of the Garden in the *Green Heart of Pittsburgh* campaign has been a terrific hit within the region and we look forward to the next phase where we promote Phipp's as *America's Greenest Garden*.

Our initial thought on engaging your services was to promote Phipps's new conservatory as an example of innovative energy efficient design in a glasshouse. It was not until you walked us through the production of charts and documentation that we realized that not only was our conservatory energy efficient, but it was the most energy efficient conservatory in the world. The *Green Heart of Pittsburgh* brochure you created for us makes a compelling case for this claim.

We are thrilled with the national publicity that you have gotten for our projects and we look forward to working with you as we begin our next phase with Phipp's newest green project – the first Living Building in the world.

Sincerely,

Richard V. Piacentini
Executive Director