

# The Weirs

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To Whom It May Concern:

It is my pleasure to recommend Mrs. Fran Groesbeck with the greatest of enthusiasm and confidence.

Fran came to our company (Whitford Corporation) some twenty years ago (Whitford makes the largest line of nonstick and decorative coatings for cookware, bakeware and small electrics.) Several of us had worked with her as a client in the retail housewares department of Macy's. She so impressed all of us that we decided to hire her to start a retail marketing/selling department.

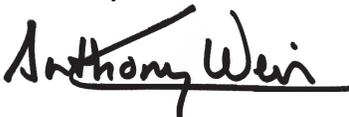
Whitford had always depended solely on "push" marketing, selling to the manufacturers and marketers of these houseware products. Were we able to complement this with "pull" marketing by approaching the specifiers of coatings for these consumer products, we would have a significant advantage over our competitors.

From her first day, Fran's performance was outstanding. She prepared an educational approach to the retail buyers, most of whom had little or no idea what a coating was, let alone how one should go about sourcing coatings for their products. Fran created the "Product Knowledge Network" ([productknowledge.com](http://productknowledge.com)), a massive amount of information on everything one needs to know to specify the right coatings. Within a few years, she had contacted and made friends with most of the key retail buyers in the US housewares market. So she then set up a retail marketing department in Europe, then Asia, then Latin America. The results were remarkably successful from every point of view, especially sales.

Fran has first-class taste along with excellent creative talent. She is skilled in both graphic design and copywriting. When I retired from Whitford earlier this year as worldwide director of marketing communications, Fran was my first and my only choice to replace me.

She is a rare person: talented, hard-working, enthusiastic and always a pleasure to work with. I cannot recommend her highly enough. If you'd like to discuss Fran with me, please contact me by phone (610-999-9987) or via email ([tony@theweirs.net](mailto:tony@theweirs.net)). I'd be happy to answer any questions.

Sincerely,

A handwritten signature in black ink that reads "Anthony Weir". The signature is written in a cursive style with a horizontal line underneath the name.

Anthony Weir