



DALLAS AUSTIN
FOUNDATION
FOR MUSIC EDUCATION

November 19, 2012

To Whom It May Concern:

This letter serves as a summary of services, and a recommendation for brand marketing consultant and business instructor, Isha Edwards of EPiC Measures, LLC.

In July 2008, Ms. Edwards was retained to advise on brand marketing strategies for then Dallas Austin Foundation's Don't Stop the Music (DSTM) program. Upon hire, Ms. Edwards was assigned to be a part of the team to redesign the DSTM curriculum to match a standard high school instructional format; incorporate branding and promotional initiatives in planning; and provide business education instruction for program music engineers. The new curriculum provided a streamlined approach to meeting and evaluating program objectives. It addressed our objectives to engage student participation and interests.

The successful implementation of the revised curriculum led to Ms. Edwards' role as the DSTM Business Component instructor for eight Atlanta-area schools. As the DSTM Business Component instructor, Ms. Edwards taught nearly 300 students at the program's height.

Ms. Edwards has outstanding business and marketing acumen. She also has advanced expertise in the music industry and a network that served the program well during her tenure. Ms. Edwards is a passionate professional who empowers individuals and organizations to excel through practical, insightful business instruction and marketing tactics to include forming strategic alliances.

Ms. Edwards' continued interest and support of both the Foundation and the DSTM program are welcomed to the extent that we would employ her services again. If you require any additional information, please feel free to contact me at 404-234-1414 or tchan@dafme.org.

Sincerely,

Tony Chan
Chair, Board of Directors