

## TESTIMONIES TO EXCELLENCE:

"I have known Karen Jeffery for many years, and not only is she a person of conscience, accomplishment, and integrity, she is perhaps one of the finest publicists in America today, and without a doubt - Maui's best!

Having worked with Karen on a number of high-profile events, thanks to her tireless dedication to detail, ingenuity and overall work skills, I recently enjoyed a sold out performance at the MACC of my show, "Spiritually Incorrect: Alan Clements Uncensored".

I am both confident and honored to say that if you have an event, venture, or other need for marketing and publicity in which you want results, look no further - contact Karen to discuss how you can make your vision a great success."

Alan Clements, World Dharma

"Karen's a dynamo at social media marketing! Within a very short time of hiring her, she had tripled my LIKES on facebook, reaching top West Coast markets to expose our brand and build awareness of my services and expertise in the Maui market. She also quickly adapted my 'voice' in posting and showed her strength in targeting. Her flexibility allowed for changing quickly to adjust to feedback, and her understanding of the various analytics was most helpful.

Going beyond her online services, she also helped train me (and my staff) on how to best work together in achieving my social media goals.

I would highly recommend Karen to any individual or organization looking to improve their social media impact.

Kathryn Petty, RE/MAX Resort Realty

"Karen Jeffery has been an excellent resource for my website, social media, and various other necessities for my business. She is up-to-date with the latest and the greatest. She completely designed my website, put my business online with facebook, and improved my business outreach a hundred fold.

Karen has a multi-level skill-set, has had vast experience in business, and 'gets' it. She is well-respected in the community and knows the 'players', having worked in the business, political, and the non-profit spheres. She sees the big picture and works beautifully with the details. She would be an outstanding asset for any business or non-profit, whether on the local, regional or national level."

Phyllis Leilani Halstead

"Thank you, Karen, for your professional guidance helping me to solve so many issues with my businesses' marketing and social media campaigns. Your depth and breadth of skills and experience are awesome. You have become my mentor...and my friend. Mahalo,"

Carrol Nevius, Gal Friday Maui and Calm your Chaos

"Karen, it is always a joy to work with you and your company. Your professional knowledge, commitment and follow through are unequalled. Our transactions are as smooth as possible, due in large part to your great communication skills and willingness to go the extra mile. The volume of business you refer to us testifies to your strength in the marketplace. It is no surprise that your clients have such respect for and loyalty to you, that they all refer their family, friends and associates...you're simply the best!"

Peter Gans, Vice-President, Pacific Star Mortgage

"You are very missed - there's only one you and you are one of the most energetic, creative, talented, attention to detail, and accomplished people I have ever known. Your dedicated work of excellence, let alone the many, many, many hours of devoted attendance and help with rallies and other gatherings and projects goes so far beyond the word appreciated. There just isn't a word for all you've done as Director. I learned so much from you and I thank you for everything as a friend and associate."

Linda Sturgeon, Media and Marketing, Peace House - on winning the prestigious Hal Jamison Award

“In all her work at SOU, Karen has demonstrated the ability to use writing and visual arts to do things - whether it's creating a book, developing a strategic plan, or helping a non-profit manage change. She knows how to take what is and make it better.”

Ed Battistella, Professor, Southern Oregon University

“I have worked closely with Karen, because she and I were on the board of Peace House. Over our time together I had frequent opportunities to observe her both as a worker and as a person. So I believe I'm in a position to write this recommendation, and am pleased to do so.

Peace House depends heavily on volunteers, and Karen was quick to assume major responsibilities. Much of her contribution has focused on expanding and upgrading our communications. Most importantly, she helped us exploit the potential of social media, which we had not been doing and probably would not have without her leadership and skills. But she worked on communications across the spectrum—quarterly newsletters, news releases, advertising design, and placement of stories in other publications.

To the communications work Karen brings outstanding skills. Regarding in-house publications, she is a competent writer, and a more-than-competent designer and publisher. She is experienced with layout, selection of typefaces, and taking and editing of photographs. Her products are professional and appealing. Regarding publicity and media work - she knows the business, and how to get coverage for events and activities.

All these skills came together in our highly successful 30th anniversary dinner. She did a wonderful job on the commemorative program, a copy of which I hope she will submit in her portfolio, and an equally fine job on the publicity, including handling all of the media appearances for our keynote speaker.

Speaking more generally of her work, Karen is a self-starter, and can be trusted to fulfill in an intelligent, competent, and timely way any work that she takes on. It's gratifying to work with people like her, and I'm confident that you will be pleased to have this experienced, skilled, and utterly reliable person on your team.”

Herbert Rothschild Jr., Chair, Peace House

“Karen is always our ‘go to’ gal. I have used her expertise and professionalism over many years. Initially we worked with her and her agents – during the time she owned and operated several real estate companies both in the US and overseas – primarily financing their commercial and hotel ventures.

More recently one of my partnerships, Integrated Functions, hired Karen's consulting firm, Resource Unlimited, to oversee the operations, business, and financial management of our development projects in Hawaii...while I was overseas on business. Karen provided analyses, proformas and financial statements, payments (to contractors, suppliers), and every other thing that needed doing. She also handled the partnership accounting, distributions.

She has assisted us with our solar business, research, marketing, and bringing her unique (and usually spot-on) points of view to the conversation.

If you have an opportunity to work with Karen, don't hesitate. She will add solid value to any venture far beyond her fees!”

Peter M. Gans, Integrated Functions

“I needed a consultant with time management skills, due to having to finish all the work in just a couple of weeks. Karen rose to the challenge, handling the logo and graphic design for signs, ads, and social media. Her photography and image-editing proved invaluable in providing images I could use in the weeks leading up to my Grand Opening. Her copy writing for ads and other materials was so helpful, and her market plan and timeline helped me to keep on pace and on budget. All in all, I was extremely happy with the work done by Karen. And it was very cost-effective.

I would highly recommend Karen to anyone seeking professional assistance for their business.”

Roxy Ashworth

“Dear folks interviewing Karen Jeffery, Wow! Talk about made for each other! Everything about Karen is listed in your job description. She is a ridiculous over-achiever and hard worker, but more than that, productive. And here is the thing, service drives her machine.

Back in the old days when we met, Karen had a large real estate agency in the Pacific with over 60 agents plus staff, during a period when people were just beginning to understand that computers would change everything. Imagine the multi-tasking skills and the diplomacy her position required. With the internet, Karen had over \$350 million in listings of small hotels and private islands across the Pacific and built a network of professionals in eight countries. I remember her packing for 19 island stops that included the King of some small island group, President of French Polynesia, and a celebrity or two. She had a small bag, huge camera, and swim fins.

Karen’s joy in life, well, it’s obvious to everyone. She is uplifting. Another key word: Networking. Karen is a brilliant networker and team player. She has also been a successful author, editor, and publisher for so long that most folks don’t realize her high tech and administrative skills behind a desk. Computer guru. But the real reason you should hire her is her passion!

Karen is my friend. And consultant. We talk professionally, and when I want information or an opinion on just about anything, she is my first call, usually my only call.”

Elizabeth Merk [emerck@emerck.com](mailto:emerck@emerck.com)

“It’s a delight and privilege to write in support of Karen Jeffery. I’ve known her in my capacity as convener of the Rogue Valley Citizen’s Council. In my experience, she is a tireless and energetic advocate on behalf of those seeking social justice. Specifically, she provided leadership both in person and online in efforts leading up to passage of meaningful health care legislation.

Her organizational skills are excellent, as manifested in her helping us campaign not only for health care reform but also for financial reform at the national level. Articles, written by her supporting the ‘buy local/bank local’ movement, have energized local residents and enhanced our community.

She initiated and established our online RVCC blog and is a gifted writer/blogger. Her progressive voice is greatly needed in these times. Any organization managing to engage her, will be exceedingly well served.”

Herbert D. Long, Th.D., Dipl. Process Work

“Congratulations very well deserved for many, many, many hard hours of work in communications/marketing and related areas, and as a very dedicated activist in promoting peace and justice, as well as independent media - without which peace and justice cannot prevail - such important work that you’ve done. Major kudos to you Karen Jeffery.”

Donna Benjamin

“It has been my pleasure to work with Karen Jeffery for the past two years in her role as a volunteer with Health Care for America NOW (HCAN) and as one of the leaders in the Rogue Valley Citizens’ Council. As the Oregon Organizer for HCAN from August of 2008 until April of 2010, I found Karen to be among the most professional, capable and technologically savvy of our volunteers. She is smart and efficient, equally adept with event management, press relations, on-line and volunteer organizing.

She is simply a very talented and committed “can do” activist who is an excellent team player and creative thinker. Since finishing the HCAN campaign, I have taken a job with Stand for Children and Karen’s business card is on the corner of my desk because I view her as a valuable resource. Any organization involved in social change will be lucky to have her.”

Steve Neuberger, Jackson County Organizer

“Having known you for years, it was no surprise that you came up with a solution to my dilemma. Trusting you explicitly, as we do, has enabled us to realize a dream...both for our new life together and our retirement. We’ve never known a Broker so well versed in estate planning...in fact you taught our attorney a thing or two. Mostly you’ve enhanced our life many-fold, and your friendship continues to be one of our great delights. God bless you!”

Bill Sammons, AIA

“Karen Jeffery has been a valued professional associate for over 30 years. When we were both in the real estate business she started her office in a 300 sf office. Within two years she had the largest market share on the Big Island with 45 agents, challenging the franchises in Honolulu. She was my personal agent, as I had offices in California, Massachusetts, and Hawaii at the time, and we did a substantial amount of business, continuing to do so for many years; after which (after her kids were grown) she sold the business and opened Pacific Island Investments – selling, literally, Pacific Islands (also resorts, fisheries, wineries, and other investments throughout the South Pacific). We cooperated on transactions of some substance. If you want to know a local royal, Prime Minister, King, or government executive throughout the South Pacific, Karen Jeffery is still your expert.

This is a story of Karen Jeffery, entrepreneurial wonder. It’s a story of world travel, of effective and successful business management, of writing, editing, and publishing books, and training others, of supporting causes aggressively and without reservation, of raising three extraordinary children, and volunteering and fundraising tirelessly throughout the islands. If you have the privilege of engaging her as a consultant, I can guarantee you one thing: *She will bring honor to her work and to yours.* That singular characteristic is the one you need to know the best. She is an accomplished woman, always seeking new horizons, and she is anchored by her honor. She will make you proud.”

Stuart O’Neill

“I had the sweet opportunity to work with Karen Jeffery, who helped me with some film and video productions. I’m a filmmaker and photographer, based in Hawaii, and as part of launching a new online TV station, I realized that Karen, through her political media work, had helped elect Maui’s new Mayor. When asked, she jumped right in, obtaining the Mayor’s first interview on taking office and scheduling everything and everybody for the four-hour shoot.

I called on Karen again shortly afterwards to assist me with some marketing and video work I was doing with a Maui non-profit. Again, she excelled at scheduling all my interviews and shoots around the island for a documentary and assisted brilliantly with my marketing and media plans.

She is bright, creative, exceedingly capable, and works tirelessly, sometimes 12-15 hour days. Working with Karen on anything is pure joy, and her valuable contact and extraordinary expertise on a broad range of issues is helpful to any associate, client or employer. Through first-hand knowledge of her work producing some of my most memorable Maui projects, I heartily endorse Karen’s work for any number of capacities.”

Tim Orden, Filmmaker

“What this letter is all about is gratitude. You did what no other American broker would or could to sell our Tahiti property in the international marketplace. That you accomplished in six months what we had been struggling to do with others for two and one half years is proof of your competence. That we all had such a good time doing it has to be proof of another side of your personality for which we are awfully grateful too.

You did an incredible job protecting our interests on a not-so-level playing field. Your marketing targets were right on and the advertising well placed (obviously), for it netted us our purchaser. Now that all the papers are signed and the money is in the bank, there is nothing left to say except a heartfelt thank you. Fondly,”

Dr. Richard and Mary Morrison

“Thank you for your kind and brilliant assistance in helping and directing us through our island experience. Your outstanding real estate knowledge and business techniques, plus your true professional attitude, kept us at ease and also finalized our transactions with very satisfactory results.”

Earl & Bea Hudgins

“Thank you, Karen, for all you have given this community! (and I hope you will someday come back and continue giving and receiving).”

Joanna Niemann