

# MILTON ACADEMY

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To Whom It May Concern:

My work has centered on effective communications, primarily for non-profits, for 12 years. My experience with designers—in-house, freelance, design firms large and small—is almost as varied as the organizations with whom I have worked: the American Red Cross in New York City, Wheaton College, a boutique publishing house and, now, Milton Academy, a prestigious independent school.

In this business, I receive many calls from designers seeking new clients and rarely have the time or inclination to go beyond, “Please send me some samples.” When Jim Healy from Peapod called, it happened that I was beginning a new project, a viewbook for our Lower School, and that the project needed a touch beyond what our usual vendors could deliver.

We hired Peapod, and I’ll just skim over the boring part—that no prima donnas were present at the table, that every deadline was met, that we didn’t spend a penny over our original budget (the printing was part of that budget), that edits were meticulously made from one galley to the next. In fact, the blue-lines came and went without a change.

But the best part? The piece earned more praise than any other single piece I have helped produce: The tone was right; the look and feel captured the school’s identity; and the design capitalized on exceptional photography.

We hired Peapod for our Annual Report with similar results, and I look forward to having them help us shape our message in coming publications. In fact, their value extends beyond “the making of a thing”; their work is designed to convey a message that inspires its audience to act. The relevant statistics for the projects I mention are not yet in—numbers of applicants and matriculants, and dollars raised through the Annual Report response vehicle—but I fully expect the results to be consistent with quality of their thoughtful design work.

You are welcome to call (617-898-2384) or email ([Heather\\_Sullivan@milton.edu](mailto:Heather_Sullivan@milton.edu)) me should you have specific questions regarding my work with Peapod.

Sincerely,



Heather Sullivan  
Milton Academy