



Department of Agricultural Education and Communication

305 Rolfs Hall  
PO Box 110540  
Gainesville, FL 32611-0540  
Telephone: (352) 392-0502  
Fax: (352) 392-9585

January 4, 2016

To whom it may concern,

I am writing this letter in support of Dorian Morgan and Uppercase, Inc. based on several years of working with her and relying on her skills to improve our projects. I originally met her through the water management district and was impressed by how she understood the needs of different target audiences and her grasp of conservation behaviors and how to promote them. One of the most helpful things she did was establish a working group of social scientists and outreach experts to meet and discuss the successes and failures of promoting water conservation behaviors. I also observed her work for the Alachua County Environmental Protection Department and was so impressed with her campaign that I asked her permission to use it in my own projects.

Once I had the grant funds to hire a marketer for my own projects, Dorian was the first person I contacted. Dorian has helped us design social marketing initiatives and provide logos, branding and social media for two significant projects. In Manatee County, she designed the Love Our Lakes and Protect Our Ponds campaigns for the master planned communities of River Club and Lakewood Ranch. With the goal of reducing grass clippings being left in the road, increasing the use of fertilizer-free buffer zones around stormwater ponds and helping communicate the rules of a fertilizer ordinance, the Uppercase graphics team provided multiple communications items, signage, business cards, and created and maintained a Facebook page. She also helped organize, analyze and market the results of the survey evaluation campaign including preparing an info graphic and brochure of the results to use in town hall meetings and presentations. She attended town hall meetings and helped with brainstorming next steps with community residents, leaders and project managers. She also secured additional media placement and worked with reporters to frame media coverage.

While Dorian led community stewardship teams, managed interns, designed and implemented special events, secured media placement, organized and gave press interviews, scheduled press photo shoots, helped provide ongoing mid-program evaluation and scheduled and led multiple advisory board meetings in each community. Even though these were complicated projects, Dorian and Uppercase learned quickly, provided needed marketing tools immediately, and kept things moving on time and on budget. Our experience with them in Manatee County led us to contract with them on another project - Friends of the Trees - Tampa. For this project she attended multiple community meetings and HOA meetings, worked with residents to uncover specific barriers in each neighborhood and created and

managed a Facebook page and made timely and interesting posts throughout the years. Dorian also helped to identify Arbor Day as a target tree-planting date and worked with multiple cooperators and subcontractors to help design the event in the VM Ybor Neighborhood.

We continue to contract with Uppercase, Inc. and look forward to working with them on phase II of these programs. If you would like to contact me, I would be happy to provide additional details about our experience with Uppercase, Inc.

Sincerely,



Paul Monaghan  
Assistant Professor, Department of Agricultural Education and Communication  
Extension Specialist in Community-Based Social Marketing,  
Center for Landscape Conservation and Ecology  
University of Florida  
305 Rolfs Hall,  
P.O. Box 110540  
Gainesville, Florida, 32611-0540  
(352) 294-1993  
[paulf@ufl.edu](mailto:paulf@ufl.edu)