

Jan Farquhar
10712 Hendon Street
Austin, TX 78748

December 29, 2022

Subject: Austin Under 40 Awards

Dear review committee member,

I am writing to recommend Kristina Smith for the Austin Under 40 Awards. I have known Kristina professionally for over 10 years. I am a writer with more than 35 years of successful experience collaborating with organizations worldwide to create promotional, educational, and entertaining media.

Of the many smart and talented colleagues I have had the privilege to collaborate with, Kristina Smith stands out as an exceptionally gifted, innovative, and tenacious leader. Non-attention seeking, she goes about her ever-evolving, cutting edge work with both joy and steadfastness. She is a visionary and a do-er, consistently achieving success in areas others haven't dared to venture.

I appreciate her ability to perform on a team, as well as her innate and honed skills at leading and managing projects. Always supportive of both the individual team members she leads and the clients she serves, she pulls off this unique balancing act with seeming ease.

Additionally, she generously gives her time and talents in the local (and wider) community by, for example, producing a personally-funded documentary on homelessness, quietly providing pro bono work for non-profits, and organizing creative and educational networking events for members of Austin's arts and media community. An uncommon combinations of intelligence, talent, drive, humility and self-lessness, Kristina Smith is truly deserving of recognition.

Sincerely,



Jan Farquhar

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You can tell a lot about someone when you narrowly miss them with a spill from your cappuccino. Seizing upon the strong recommendations of several colleagues, I was interviewing Kristina Smith as a prospective partner in March, 2016. I needed a superlative instructional designer, someone who was comfortable with complex topics, who could reach a wide-ranging business audience from the user's or buyer's perspective.

Glowing reviews and examples of work showed off her instructional design chops, but could Kristina handle a demanding client's curveball in the midst of a big project? I got an inkling in her response that morning as cappuccino raced from my cup across our notes towards her end of the table.

Indeed, in the years we've worked together, Kristina has demonstrated an astute ability to quickly size up a problem, creatively offer a range of solutions, and orchestrate a team's work with dexterity, encouragement, and good humor. I have learned a lot from her, and found she's not shy in seeking advice, herself.

After watching Kristina build successful businesses in instructional design, multimedia, and virtual production, I found myself wondering at how she could find the relentless energy to pursue solutions to one of our society's most intractable problems: homelessness? Beyond that good work, she regularly serves as a focal point for Austin's creative community, hosting networking events with her team at Co-Production House.

I've worked as a writer and business owner in Austin for a quarter century. Kristina Smith is a vital mover and shaker in this town, someone my colleagues and I turn to when we need to know "who's the best at X?" She would be an awesome addition to the Austin Under 40 rolls!

Regards,
Jeff

Jeffrey A. Twining, El Jefe
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Letter of Recommendation

To Whom It May Concern:

I am writing to offer my highest recommendation of Justin Kirchhoff as a director of photography, producer and color grade artist for physical and virtual set productions.

In my role as director of Ballet Austin's recent cinematic trailer for *POE / A Tale of Madness*, I had the great pleasure of working with Justin on the project for months from pre-production all the way through post-production. Throughout this process, I was afforded a close vantage point to observe and experience Justin's talent. He proved himself a self-driven professional capable of managing multiple tasks at once, while simultaneously remaining in a creative headspace necessary for the project to succeed.

Justin demonstrated a remarkable ability to conceptualize, plan, and execute my shot list for the *POE* project in a heavily condensed period of time. He sets himself apart from his peers with his strong technical expertise, combined with a deep understanding of expressive storytelling.

Justin's artistic eye delivered a final color grade that exceeded all expectations. He is a collaborative team player with great communication skills that allow him to manage highly nuanced relationship building. He is also a skilled listener, possessing the ability to give and receive concise, constructive feedback. He repeatedly demonstrates the ability to process volumes of input, moving to the decision-making process, while maintaining respect for creative input. He is wired to meet or beat deadlines without compromising quality.

Mr. Kirchhoff would be a valuable addition to any production, bringing highly developed technical skills and an unmistakable passion for film production.

Yours Sincerely,

Paul Michael Bloodgood

Paul Michael Bloodgood

Website

www.paulmichaelbloodgood.com