

WJH Consulting
13-2 Hunter Lane
Ossining, NY 10562

March 8, 2007

Dear Editor/Publisher:

As an editor in chief, I have worked with Andrew Ogilvie for the past four years at both *Chief Executive* and *Directorship* magazines. He is remarkably talented because of his ability to sense the editorial intent of a story or an entire publication and then come up with a physical design that amplifies and enhances what the editors are trying to achieve. I probably don't need to tell you that many art directors in this business believe it is their goal to impose artistic or visual conceits that they themselves find attractive whether or not it enhances the editorial message.

After I took over at *Chief Executive* in 2003 and began to give the magazine a newsier, more authoritative feeling, Andy came to me and said that the design I had inherited needed to be updated to reflect my editorial mission. It was odd that he noticed it before I did. So I came to trust his instincts and deferred to his direction unless I felt there was a compelling editorial reason to respectfully disagree.

A true collaboration developed. And as a result, we won two awards from Folio magazine for both our content and our cover design.

Then we came together to *Directorship*, which was an established newsletter of some 30 years in age. Working with the new owner, we decided to inject these kinds of values into its physical appearance—timeliness, utility, ease of access and practicality. Andy came up with a tabloid kind of look that communicated all those properties.

Then, again acting at the behest of our owner, we decided that directors on boards wanted a slightly different personality—they wanted prestige, reference value and authoritativeness. Once again, Andy came up with a completely different look.

I wouldn't pretend to understand all the elements that went into these redesigns—there were issues of the color palette, typography, grids, white space, points of entry and the like. As an editor, I responded to what felt and looked right. But it was Andy who knew how to execute on the editorial mission.

So in conclusion, Andy is imaginative and dedicated, and knows how to work with editors to help them achieve their highest aspirations. If you would like to discuss him with me further, I can be reached at 914-400-5596.

Sincerely,

William J. Holstein