



## CMEC Environmental

Local Knowledge,  
Expert Environmental Solutions

Dear Hiring Committee,

I had the pleasure of working with Bobbi Sheridan during her time as a consultant for CMEC, and she made a lasting difference in our organization.

When Bobbi joined us, our brand was disjointed and did not reflect the level of work we were delivering. She brought the vision and skill to reshape how we presented ourselves, both internally and to clients. With her direction, we went from looking inconsistent to presenting ourselves as a professional, unified company.

Bobbi guided a full rebrand that touched nearly every part of the business. She oversaw the design of a new website that elevated our image and became something our team was proud to share. Clients now often remark on how professional and approachable our online presence feels, and it has clearly strengthened their first impressions of us. She also brought consistency across the board with branded shirts, trucks, office signage, and thoughtful client gifts that reinforce who we are as a company. Thanks to her creativity and follow-through, we now present ourselves with confidence and cohesion.

In addition to the rebrand, Bobbi represented CMEC at trade shows with a presence that was impossible to miss. She has a natural magnetism that draws people in, and before long our booth was one of the busiest spots on the floor. Her humor, warmth, and ability to connect made attendees feel at ease while leaving them with a strong, lasting impression of our company.

Just as important, Bobbi proved to be reliable and collaborative. I could always count on her to follow through on what she promised, and she worked seamlessly with our team to bring complex projects to life. She is quick to adapt to new challenges, often spotting opportunities before others see them, and she meets change with energy and creativity.

Bobbi combines vision with the ability to deliver details, and she does it all with an energy that makes people want to be part of what she is doing. She did not just improve our look. She gave CMEC an identity that better reflects our values and the quality of our work.

Sincerely,

Suzanne Arnzen  
Founder & CEO

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