



**Mike Bayer**  
*Mike Bayer Public Relations*  
*Online Content Management*  
*And Consulting*

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Regarding: Kathy Henderson

To Whom It May Concern

My firm, **Mike Bayer Public Relations** provided exclusive online content management, consulting and marketing communication services to major online firms from 1990 to 2007.

Kathy Henderson was employed by my firm from about 1994 to January of 2007 when I retired and closed the firm.

Kathy was a valuable asset to my 'Business Community' division which managed business content for CompuServe, Time Warner, AOL and Netscape. *(My firm worked with all of these companies before and after they merged.)*

For five years Kathy was the executive manager over our firm's contract with AOL-Time Warner to create, manage and promote the *Building Your Business* forum. From her home office in Michigan, she managed an online staff of seven, created business related content and served as our exclusive 'online business coach' to members of the community.

Kathy also was our firm's senior marketing communications consultant. She provided senior level consultation to our firm and our firm's clients. Without her help, our firm would not have enjoyed years of success.

I highly recommend Kathy Henderson as a loyal, competent, and highly skilled PR and marketing professional.

Sincerely,

Mike Bayer  
*(Retired)*