

June 11, 2010

Minnesota Zoological Garden
13000 Zoo Boulevard
Apple Valley, MN 55124

To Whom It May Concern,

I have personally known Eric Webster of Pick A Line Productions for many years. From an enterprising child, entertaining guests at his parent's parties, to becoming a successful Twin Cities writer, director, producer and actor in the world of theatre. I have attended a number of plays in which he has had an acting role, often in comedies, but, became well acquainted with his abilities as a writer and producer when he was hired by The Museum of Russian Art to create a children's play based on a well known Russian fairytale. As co-founder of The Museum of Russian Art my area of interest focused on the rich folk arts of Russia, including the vast collection of fables and fairytales. In 2005, Eric co-authored "Sneguruchkas and Babushkas", a play based on Sneguruchkas, the famous Russian Snow Maiden. It delighted audiences, both children and adults alike, with a creative and imaginative script. The children were completely drawn into the mayhem on stage, but, there was also a subtle adult humor which had everyone engaged. In 2006, we staged Peter and the Wolf, and in 2007 Masha and the Bears, all three in which Eric had a leading role and were co-written and produced by him.

Eric is a very bright, clever and witty person. One of his greatest strengths is his ability to interact with the audience, a very important attribute when doing live performances with young children. For three years I marveled at his ability to entice participation and mesmerize these rambunctious youngsters for nearly an hour, with humor, intrigue, song and dance. He is well informed and knowledgeable about current events and has a remarkable recall of factual trivia. Whatever the subject, he could study it, digest it and creatively bring the desired message to light. His experience with Interactive and Improvisational Theatre make him and Pick A Line Productions a great choice for this Minnesota Zoo project featuring an interactive bio-diversity production in Spring and Summer of 2011. Thank you for your consideration.

Sincerely,



Susan J. Johnson
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Hughes Network Systems
Live Event – Washington D.C.

Host: “Rhythm & Hughes” 2-day event

“Eric was the host of this live, 2-day event that was themed as a late-night talk show (complete with band). Eric was the glue that held the show together with humor and style--and provided relevance and a common message throughout the event. He emceed a variety of segments (each scheduled presenter taking a “segment”), including interviews with product developers, skits, and a “dating game” style game show. Though scripted in theory, the internal presenters had a tendency to forge their own path—and Eric was exceptional at guiding them, bringing them back to their messaging, asking pertinent questions and piecing everything together. The show was a smash-hit.”

Dan Yaman “Livespark”

Honeywell
Live Event – St. Louis MO

Host: “Hot, Fresh, Cool” 1-day Dealer event
http://www.youtube.com/watch?v=kSzsXhb_GjY

“Eric served as emcee for this high-stakes dealer event. He tied together diverse elements such as a Street-Smarts video (in which he was the man-on-the-street), an audience-response game show, interacting with a live, AniMated character, a Presenter Idol presentation competition for subject matter experts and even a gospel choir. He set the context for the event, recapped key information points, added humor, and facilitated content with poise.”

Missy Covington “EventThink”

Intel

Live Event - Dallas, San Francisco, San Jose, New York City, Washington D.C

Employee Training Tour.

Eric was a game show host for a traveling nationwide tour for to Intel in-store reps (from Best Buy, CompUSA, etc.) to get them up to speed on new Intel technologies so they could sell Intel products to the end-user consumers. The goal was to keep the audience fully engaged AND convey the incredibly stringent, brand-specific information. Intel has some of the strictest branding standards of any corporation, and in guiding viewers around the Digital Home and IDF, Eric was able to improvise to great success while staying on-brand and on-point.

Dave Stewart “LiveSpark”

Wilson's Leather

Live Event

Cows to Coats Murder Mystery

“We commissioned Eric to write, direct and perform a murder mystery that took place as dinner entertainment at a multi-day event. The turn-around time was amazingly quick, and Eric was able to incorporate client feedback to make the wickedly funny murder mystery extremely relevant to the content of the event.”

Dave Johnson “Wilson's Leather”

Eric has worked with Live Spark on a variety of corporate productions; from voice-overs to videos to live events. Clients have included such companies as Honeywell, JVC, Wilson's Leather, Hughes Network Systems and Intel.

Eric is consistent and conscientious—both able to “go with the flow” / improvise in a live event and adhere to sometimes-strict

branding and content standards. He has the unique ability to completely engage an audience with his charisma and humor; winning them over in a matter of seconds and holding their attention until the event is complete (be it a few hours or spanning multiple days). Eric is also a quick study, and can intelligently convey crucial messaging, facilitate discussion with subject matter experts, and summarize and reinforce key points.

Eric is incredibly versatile and experienced. He can make valuable contributions to the creative process as desired or allowed, but also takes direction well. As mentioned, we've used him on a variety of different projects. He's hosted live game shows, led discussion panels, emceed multi-day events, interviewed experts and clients, and much more. Though the projects have been diverse, two factors always remain consistent; at the end of the event, the audience loves him AND we have a happy client.

Overall, Eric is funny and talented, excels with his professionalism and wit, and is a joy to partner with. I would personally recommend him, as would the entire team at Live Spark.

**Missy Covington
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