



March 13, 2006

To Whom It May Concern:

Ellen Mazer, President, Ellen Mazer Consulting, has recently completed a Strategic Plan for our organization, the Association of Jewish Family and Children's Agencies (AJFCA), the umbrella association of 140 Jewish Family Service Agencies across North America.

Ellen was hired in the summer of 2004 to spearhead an extensive two year strategic planning process that included: work with the AJFCA Board and staff to design the strategic planning process; a review of mission, vision and programs and services; an extensive membership survey; exploration of governance models; leadership of the Strategic Planning Steering Committee and four important subcommittees; synthesizing and analyzing recommendations and preparation of a final report.

Ellen did an excellent job in all of the above aspects of this project. She was generous in the time that she gave to this effort, focused on "doing the job right." Bringing an openness and professional sense of inquiry to this project, Ellen prepared a report that reflects the specifics and the nuances of our organization. This has made our strategic planning project and its recommendations "very real" and something that Board members are now motivated to implement.

Ellen has a broad background in organizational structure, process and development, enabling her to concentrate on the specifics of the organization. She is capable and she produced results exceeding the expectations of the AJFCA Board members. She is pleasant and responsible to work with, always returning calls and completing assignments in a timely fashion. She is committed to the well-being of non-profit organizations and wants to help them to achieve their full potential. This is more than just a consulting business for Ellen.

We would highly recommend Ellen for other projects,

Sincerely yours,
Bert J. Goldberg
President/CEO

Joan F. Strauss
Staff, Strategic Planning Project