



Wenatchee Valley Chamber of Commerce
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As the Executive Director of the Wenatchee Valley Chamber of Commerce, I writing to share our experience working with Charley Voorhis and Voortex Production.

The Chamber of Commerce has the privilege of providing destination marketing and visitor services for the Wenatchee Valley. In March of 2013 we went through a community branding process. As a result of two days of interviews with over 120 diverse community members we received a branding statement.

In October of 2013 we approached Voortex Productions to work with us on a video project that would put our community branding statement to images. We needed him to create a video in four months, during the least beautiful time of year in Wenatchee, and make it come alive to both locals and visitors. Charley didn't let us down!

We knew going into this project that the compressed timeline, and the time of year (fall/winter) would be a huge challenge. It was critical that we found a partner who could capture the essence of what we were going for while also keeping the project confidential until its release at our annual banquet in March of 2014. What I appreciated most about our working relationship with Charley is he didn't need a lot of extra attention. He did a great job understanding what our goal was with the video and we trusted him to capture the right images to make our branding statement come alive.

Charley has many gifts, but one that really stands out is his ability to put words to images that evoke emotion and a sincere connection to the story being shared. His work draws you in and immerses you in the experience being revealed through each frame of the video. The result for us was a huge sense of community pride and identity. In a matter of days we had over 50,000 views in 116 different countries. People loved it, shared it, and still talk about it.

Our challenge now is to make the next video in the "We Are Wenatchee" series. We have retained Voortex Production again, but our working relationship has changed a bit. This time we don't have a script to start with, so the exploration of the concept and allowing it evolve into a script is new for us. Charley has been a tremendous help by listening to our ideas, showing us concept videos, and participating in creative meetings more as a listener than a writer—but extremely valuable none-the-less.

I highly recommend Charley and Voortex Productions to you and your company. He is a gifted professional with a high level of personal integrity and a strong commitment to his work. If I can answer any additional questions for you about our relationship with Charley, please feel free to call me at 509-662-2116.

Sincerely yours,

Shiloh Schauer
Executive Director
Wenatchee Valley Chamber of Commerce