

Scott Palmer, Artistic Director
Bag&Baggage Productions
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To Whom It May Concern,

It has been my great pleasure to work with Patrick Spike over the past 8 years in a wide range of capacities. Patrick first came to my attention when I was working with a small group of theatre artists to develop a new professional theatre company in Hillsboro. Patrick was, at that time, working with Ticket Turtle (now Arts People) and became our customer service contact, supervising and administering our relationship with Arts People as our new online ticketing service. Patrick was a consummate professional; eager to help, quick to respond, collegial and confident in his skills and the services of his organization. I immediately recognized in him a kindred spirit, both in the way he approached his work providing ticketing services to theatre companies but also in his passion for theatre as an art form.

Only a few months later, we invited Patrick to join our Board of Directors, where he served as the Chair of our Audience Development Committee for more than 6 years. During that time, Patrick oversaw a dramatic expansion of our audience base, more than doubling our patrons every two years during his tenure. Patrick's insight into marketing, public relations, press relations, advertising and messaging were crucial to our growing success. Patrick also developed and administered our first website, including e-newsletters and communications. I know that we simply could not have succeeded without his dedication and expertise. His ability to "think outside of the box," and develop creative approaches to marketing and audience development served our company extremely well. Perhaps one of his greatest achievements was heading up our Season Ticket program which generated significant increases, year after year, in our season ticket subscribers. This, in turn, provided the company with much needed financial support and strength, allowing us to grow and thrive year after year.

During this time, Patrick also became a member of Bag&Baggage's artistic family, performing for me in two extremely challenging roles. Patrick's bona fides as a director and actor are exceptional; he has worked in artistic capacities as actor and director for dozens of theatres across the country and we were very lucky to have him on stage in roles in *The Importance of Being Earnest* and *The Farnedale Avenue Christmas Carol*; both roles earned him critical acclaim from the press and the love and affection of our audiences. We also had the pleasure of having Patrick direct three productions for us during this time. His work as a director on *Educating Rita*, *The Mystery of Irma Vep*, and *Dangerous Liaisons* were as well received by the critics as his acting and helped to cement our reputation as a professional theatre with high standards of professionalism and quality.

Patrick is truly a multi-dimensional artist; actor, director, strategist, marketer and communications expert. His experience in the field is incomparable and his deep love for theatre, in all of its forms and functions, is truly remarkable. I highly and without reservation recommend him to anyone looking for an actor or director for an upcoming production, or anyone seeking a marketing or audience development consultant to increase their audience base. Patrick is an ideal choice for all of these roles.

Sincerely,

Scott Palmer
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