

Cecilia Dan

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Allison Sampson
471 Hillside Lane
Santa Monica CA 90402

Dear Allison,

I am writing to thank you for your tremendous and successful efforts on behalf of the Santa Monica Museum of Art.


When I contacted you for the position of lead consultant for Phase Two of the Getty Organizational Assessment Grant, I was amazed both by your endless energy and concise evaluation of the problems we faced. I knew immediately you were the person to guide us through the complex process undertaken at the behest of the Getty. Your experience with and knowledge of non-profits and the inherent problems attached was key to the success of your consultancy with the Museum. Your grasp of the issues we faced going into Phase Two and understanding of the environment of change dictated by the Getty grant was instrumental to the final success of generating the plan.

The guidance you provided the Board of Trustees, consultants, and staff through a speeded up strategic plan process yielded the Museum positive results as well as a better sense of ourselves in relation to the community we are attempting to serve. All of the retreats you facilitated were extremely productive to Board and staff and highly beneficial to board / staff relations. Your assistance with the issues of Board education has afforded me, as Chair, a better understanding of the intricacies of Board leadership.

Your ability to frame difficult and thorny problems into approachable issues to which workable solutions can be found is but one of the many qualities that you brought to us as your clients. The loyalty and discretion you displayed to both sides of the fence in the strategic plan process was highly effective in helping us get the desired results. Your candid evaluation of all aspects of the initiatives allowed us to come up with a truly workable plan.

Allison, your tireless efforts on behalf of both Board and staff are evident to all who have had the pleasure of working with you over the past six months. I wish you much success in the future and hope to remain in contact with you beyond this process. If you wish to use this letter as a recommendation for future projects, please feel free to do so.

Best,



Cecilia Dan
Chair, Board of Trustees
Santa Monica Museum of Art