

To my sincere pleasure, I highly recommend Gina Baker. I will take any opportunity to share my view of such a passionate and inspiring individual.

In the time I worked with Gina, I experienced first-hand her aptitude for improving teams and processes, and the great benefit she is to any environment or team. She has this ability to look beyond routines that are already in place, things that work or that are comfortable, and improve upon them or fill in what is missing. This attention and creativity largely stems from what I witnessed to be a genuine care for all people in her teams. Working with someone who appreciates every aspect of a work place, examining the difficulties and strengths of any entry level position up through varying management positions, and every step in between means nothing will be missed. I saw very real improvements to morale, efficiency, teamwork, training, and so much more.

Leaders of any position take note; Gina can undoubtedly transform a view, a team, and a business. When I worked with Gina, part of her role was training new managers. It was incredible to see a distinctive difference between those she trained and those she didn't. They had a much more solid understanding of the foundation of their roles, which allowed them to move forward successfully.

Gina never skips corners or takes the easy way. Quality is a trait that comes naturally to her and defines her work. Not only was she the best at instilling high standards in everyone she trained, but I found myself repeatedly surprised when she took steps above and beyond others in her field. She wrote up detailed proposals and presented them to her other managers. She invested in her employees in personalized ways to ensure we would each be successful with our future goals or current routines.

Beyond her own team, she was an influence to anyone willing to give her the time. She was prepared and active in meetings with her peers. She received calls, messages, and visits frequently from those in her same position because they wanted her advice or simply to see her in action. I heard employees in other cities mention her name because their management wanted to use her ideas they had observed.

I was fortunate enough to be on her team. Not only did she show me how to be the best I could be, never sacrificing quality, in my current role at the time, but when she learned of my desire for management and promotion, she walked with me every step of the way to see me through to success. She was able to take simple thoughts of mine and transform them into obtainable goals. When I took steps forward, she never let me fall away from the success I had made. While I already considered myself organized, she helped me rearrange my thoughts and my work environment in a way that suited the work I was doing. She showed me the resources I needed to learn and to grow and she was always able to offer guidance when I didn't know how to move forward. Perhaps best of all, she helped me learn how to do these things for myself. Her efforts helped me get promoted when we worked together, and now go beyond and into my current role as a project manager at a small business. I'm thankful for all the effort she gave to my journey.

Beyond success for individuals, I saw very real benefits to human connection and efficiency. I worked in retail and food environments for seven years before working with Gina. I have never

experienced a store or team like this one before. From day one, there was an amazingly welcoming atmosphere. The joy Gina carried with her on a daily basis was motivating. She shared her values of respect and helping each other toward the same goals with her team and it showed. The longer I stayed, the more I saw my co-workers go out of their way to make someone else's job easier, to learn something new, or to trust the intentions and efforts of others.

A supportive manager and a supportive team can make a world of difference to the everyday life of someone who works in that business. Stress that many workers carry with them simply wasn't needed here, and instead we were able to focus on our goals, uplift one another, and deliver the best to our customers. Even this had positive observable outcomes. Looking into the store's statistics, we were able to see that profits and customer satisfaction rose together under Gina's influence. The store was even recognized as having the highest customer satisfaction rating on a consistent basis throughout a large area of locations. It was an encouraging experience to hear customers tell us they specifically sought out our location because they felt welcomed, important, and valued. And to see Gina actively participate in serving the customers and creating those connections was truly inspiring.

I saw a team rise together. I saw individuals set on the paths to their goals. I witnessed her personal attention in bettering myself. I'm not sure I can accurately describe what an honor it was to work with someone like Gina.

I share my experiences that I had with her regularly and I'm excited to see more people benefit from her talent.

A handwritten signature in black ink, appearing to read 'Mitchell T.', with a long horizontal line extending to the right.

- Mitchell T.