



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

November 2, 2009


To Whom It May Concern:

Not long ago, I recruited Gary Polakovic as a consultant to the Bay Area Air Quality Management District. We had collaborated previously when I was at the Los Angeles regional air agency and he was an award-winning journalist specializing in environmental issues for the Los Angeles Times. I believed his many years of direct engagement and thought leadership on wide assortment of environmental policy issues rendered him rich in experience. I believed he possessed a unique skill set ideally suited to serving as an executive strategist for the BAAQMD. Happily, Mr. Polakovic has proven my convictions correct.

Over the past few years, he has brought a remarkable range of talents, including an expert command of air quality issues, vast network of contacts, communications excellence and forward-focused thinking to help the BAAQMD advance its regulatory agenda on climate change, seaport emissions and residential wood smoke, among other initiatives. Working directly with the Executive Office and the Board of Directors, he has assisted with tasks ranging from lobbying to personnel, research analysis to communications, strategic planning to public policy development. Consistently, Mr. Polakovic has delivered value, provided practical advice, proven dependable and trustworthy, and remained committed to the goals of the organization. He is an individual who operates with high integrity, is not afraid to speak truth plainly and can quickly sort complex issues to focus on constructive solutions. While his communications are well publicized, a prospect would overlook considerable benefit by focusing solely on his writing or media capabilities and overlooking his full measure of skills. He is a unique individual adept at blending public policy, environmental science and communications into meaningful and actionable communications and strategies.

It has been a pleasure to work with Mr. Polakovic and I look forward to continued collaborations in years to come. Backed by his company, Make Over Earth Inc., to augment his skills, I can endorse him to any organization grappling with any complex environmental issue.

Sincerely,


Jack P. Broadbent
Executive Officer/APCO