



Each industry has its own nomenclature. For instance, I'm in travel and hospitality and use an inside language or verbal shorthand reserved for colleagues in the same field. A conversation with my stockbroker or cable repairman is completely different. Sometimes it's so frustrating when doctors or technicians talk over your head and you can't grasp anything fast enough to remember what you don't understand!

I am on the Board of Directors for Les Clefs d'Or USA, a prestigious international concierge society. One of my responsibilities this year was to find a web developer to design and maintain a new website for our organization. I didn't have a clue where to begin. However, the experience turned from terrifying to delightful because of Kenn Lucas.

When we began to work on the project, I didn't know the terminology to describe everything we wanted, so I started sending him examples that personified our image and purpose, with the layout and color scheme we envisioned. Kenn nailed it with the first "comp". He is extremely creative and knew just how to enhance the overall look of the site as well as streamline the content. With Kenn's patience and use of parodies to help me understand, the project escalated because I found a relationship with to his nomenclature.

The site is beautiful, effective and I am able to maintain it myself. He is a treasure and made me look like a "star"! Visit www.lcdusa.org and see his talent for yourself.

Communication occurs when what we mean is the same as what others hear.

Sincerely,

Kathleen Fitzgerald
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