

February 1, 2017

Elaine Earle, CPA
Publisher & Chief Executive Officer
ROX Media Group
442 W. Kortsen Road, Suite 101
Casa Grande, Arizona 85122

Dear Elaine:

This letter, while overdue, is nonetheless heartfelt in its expression of gratitude and appreciation for the work of your entire team in producing the Thunderbird magazine for 2016, published in November. We could never have achieved this without the support from ROX and RAXX.

As you know, the Thunderbird magazine was in mothballs for more than three years. Our goal was to bring it back to life and to do so in such a way that honored what the magazine had been for years. We did not want a “new” version, we wanted to recapture the old. Sent almost exclusively to Thunderbird alumni all over the world, we wanted the magazine to arrive feeling like an old, familiar friend.

Our objective was made even more challenging by the fact that few if anyone remaining in the Thunderbird marketing and communications group was involved in previous editions of the magazine. The fact that we could rely on Tim Clarke and Katie Mayer to help not only help us recapture the look, but recreate the process for putting the magazine together was an enormous benefit. They had institutional memory and they also were able to help us make a few changes to format that helped the product better reflect where the school is today.

Our team was spread very thin. Rather than having a full time employee dedicated to doing this as his or her sole focus, we had a team of people working on the magazine. Your team’s ability to be nimble, stay organized, and help keep us on schedule was exceptional. Their mix of competence, creativity and grace made the experience smooth and painless.

We look forward to continuing to work with you on the magazine as we move into this year and beyond. I cannot imagine better partners and I anticipate that we will learn new ways to be even more efficient as we go forward.

Sincerely,

Jay Thorne
Executive Director of Marketing and Communications
Thunderbird School of Global Management