



Powered by Possibilities

April 23, 2024

Randolph Kapeluck
Vice President of Advertising
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251 288-0745

Dear Hiring Manager,

This letter serves as my professional reference and recommendation for Cecilia Mace in any digital marketing and/or sales positions within your company. We met more than a decade ago when I was an Audience Solution Manager with al.com and Cecilia was converting billboard marketing dollars into digital advertising. In 2014, she had redesigned the Original Oyster House website and wanted a prevalent digital footprint.

We worked together with the founding owners but in 2016 when they retired, the publicly-traded Ark Restaurants of New York purchased them. Within months, Bob Stewart, the CEO and President, charged Cecilia with turning around declining sales of several restaurants in Florida and Boston. Some of the locations were completely off the google grid and we had our work cut out for us.

Cecilia worked up marketing plans in collaboration with a great team, including me, which encompassed websites, virtual tours, mapping, directories, menus, SEO, SEM and adrenaline. The execution happened quickly, which increased sales immediately.

We would report monthly over phones calls with Bob and the COO Vinny Pascal, who wasn't a fan of the digital world. He was very old school, and he wasn't the only one. At the restaurant level, the general managers didn't easily agree. This is where Cecilia's sales skills and her team approach got everyone on board.

Over the years, I've watched Cecilia put her enthusiastic skill set into fundraising while marketing her events room. Last year she led a team of volunteers in raising over 18 grand for an anti-human trafficking non-profit with under 100 guests. She never gives up and utilizes her network of professional relationships for the success of a cause, the business and the environment. Cecilia spearheaded piloting Oyster Shell Recycling in Alabama, in the Oyster House restaurants. She actively grows stocker oysters for Auburn's Oyster Gardening program and is on the advisory committee for Alabama Coastal Foundation's Oyster Shell Recycling Program.

Please feel free to contact me if you have any questions.

Sincerely,

Randolph Kapeluck

A handwritten signature in blue ink, appearing to read 'R. Kapeluck', written in a cursive style.

January 19, 2017



Dear Hiring Manager,

I writing to recommend Cecilia Mace for any marketing role in your organization. As her former employer at Superb Foods, Cecilia was instrumental in the success of our business. Her abilities in planning, budgeting, writing, designing, movie production and networking was a great fit for our restaurants, retail stores and brand products.

Her passion for creative marketing and collaborative work style helped enhance programs and events including the Oyster Trail unveilings, the Oyster Trailblazer Calendar Program, Oyster Shell Recycling Program, Fire-Grilled Oysters, not2crabby campaign to name a few. Cecilia redesigned both the Original Oyster House and the Geez Louise Boutique websites, capturing our culture, mission, values and brands. She also worked to triple social media fans. Her photography, videography and writing ability helped to get us involved, recognized and awarded at the Alabama Restaurant & Hospitality Alliance Stars of the Industry: 2014 Restaurateur of the Year [nominated]; 2015 Lifetime Achievement Award; and 2016 Restaurant Manager of the Year Award.

Cecilia's background in fundraising at Mercy Medical and Polo at the Point was a driver in developing an online donation/sponsorship request form that set criteria and a timeline for our Give Back Program. She also utilized her techno capabilities in developing an online application processes for hiring and for applicants of our Chelsea Garvin Scholarship program.

Cecilia works hard to make a difference by using her talents, creativity and energy. She hand crafted table skirts, painted backdrops and designed displays for our award-winning booth [2013 Taste of Mobile Best Independent Restaurant, 2017 Snowbird Festival Favorite Restaurant].

Sincerely,

A handwritten signature in black ink, appearing to read "Joe Roszkowski". The signature is fluid and cursive, with a large initial "J" and "R".

Joe Roszkowski
Former Co-Owner & President CEO, Original Oyster House Restaurants
251 583-8594



To Whom It May Concern:

I am a Sister of Mercy who has worked at Mercy Medical from 2001 – 2010 and have volunteered for the last three years in various departments. I have known Cecilia Mace for the past eight years and have worked with her on many projects.

Cecilia is a hard working dedicated person who is extremely creative and talented in many areas. She has a special talent for networking, bringing people together, motivating peers and others to become involved and produce. She is a leader who is open to other ideas and encourages them to use their initiative.

Cecilia writes very well, in writing the articles for The Voice and other publications, she makes the people she interviews come alive on the page. Her writings can bring laughter or tears but always with an authenticity and scholarship for accuracy.

I don't think Cecilia ever meets a stranger. She is comfortable with people from all walks of life. She is very relaxed and confident in giving presentations and is most creative in doing power point, videos and all kinds of printing. Besides doing her work, she is actively involved in her children's school projects and in other jobs she takes on for people with enthusiasm.

I strongly recommend Cecilia Mace for any position in your company that needs a competent, independent and talented person to improve your marketing strategies!

Good luck and God bless you in your search,

Sister Marilyn Graf, RSM
251-767-5389



August 28, 2013

TO WHOM IT MAY CONCERN:

It is certainly my pleasure and privilege to have the opportunity to write a letter of Personal Recommendation for **Cecilia Mace** who has been an employee of Mercy Medical in the area of Marketing and Development since 2004. I personally have been blessed to call Ms. Mace my colleague for the past five years.

While I am in no position to adequately assess her skills and talents, I can attest to the fact that Ms. Mace is richly gifted in ability. But that which I do consider myself qualified to speak, is to the many positive attributes this woman possesses. She is extremely generous with her time and talent, far beyond what a job description may require. She is more concerned about promoting the work and success of her colleagues than about personal recognition and praise. She is extremely flexible in terms of change and accepting of new responsibilities.

Ms. Mace is positive in outlook, energetic and engaging in spirit, reflective of strong moral principles and values and a spiritually rooted person.

Please feel free to contact me if you wish additional information.

Sister Deborah Kennedy,

Sister Deborah Kennedy, R.S.M.

Vice President of Mission

Mercy Medical

P.O. Box 1090

101- B Villa Drive

Daphne, Alabama 36526-1090

DeborahK@mercymedical.com

251-621-4296



PO Box 1554, Point Clear, Alabama, 36564

To Whom It May Concern,

I have worked closely with Cecilia Mace for the past 12 years in both a volunteer and professional level. She has been the cornerstone of creativity and marketing for our local volunteer team that chairs Polo at the Point. Cecilia has been responsible for coordinating and implementing our social media sites, PSA , and our yearly written publications. With her help and the help of our sponsors we have been able to donate over \$5,000,000.00 to our local charities of choice.

She has also produced our corporate calendar , which is given out across the United States. This calendar requires an immense amount of research, and the ability to draw from multiple media services. She has successfully created and perfected our business vision and actions for others to see and understand. She has been diligent in her research and her ability to summarize and capture the emotion of the moment has made our calendar one of our most successful advertising tools.

On a personnel level I have seen her work tireless hours to complete projects that no one else could do, simply because she has such a compassion for others and a strong will to create and help. She is full of life and ideas and no project or idea is ever too big or too small for her to tackle. She is quite capable to achieve any task that is laid before her.

Sincerely yours,

Dawn Pilot
251-610-6511

Point Clear Charity Board Member & Co-Chair Polo at the Point

MISSION STATEMENT

To engage our community in the sport of polo by hosting premium fundraising tournaments through high-level competition among players with proceeds benefitting local charities and promoting an atmosphere of fellowship and goodwill.

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