



# the Jane Goodall Institute

To Whom it may concern:

28<sup>th</sup> January 2013

It gives me great pleasure to write this letter of recommendation for Bryce Tugwell who worked for the Jane Goodall Institute USA in a variety of roles from the beginning of 2001 until 2009. Bryce was, without question, one of our most valuable employees during his tenure at the institute and he is still missed.

In introducing Bryce it is important to stress the variety of talents that he brought to the institute. During his time with JGI, Bryce directed a wide variety of projects across the organization; building and maintaining the institute's award-winning website, developing software, acting as our in-house designer and videographer and ultimately directing the organization's Information Technology department. Bryce is multi-talented and extremely dedicated and was always willing to tacking large and often complex projects. The institute found Bryce to be a great asset at a time when our budget was tight and all staff members had to be both creative and resourceful.

Bryce is a careful and creative thinker with an eye for detail and a commendable devotion to innovation. He took initiative spearheading original projects to help build the organization's communications and technology abilities, often on his own time, a skill that on repeated occasions resulted in building new relationships for the Institute with important entities, for instance, Google. Of particular note was Bryce's work with Google Maps and Google Earth. He built a storytelling application created around the amazing technology presented by GIS and integrated it into the Institute's website – this innovative work resulted in a great deal of media coverage, opened up a relationship with Google and presented us with an unprecedented way to bring our site visitors and potential donors to the places in the world where we work. Bryce's application gave us a canvas on which we could vividly illustrate disappearing habitats and the effects of poverty, including deforestation and unsustainable farming – all with the click of a mouse. It was really quite remarkable. His work in this area and the relationships he helped create have continued and have made sound impact on our conservation work in Africa and recently in the Amazon forest.

I am sure that you will find Bryce to be a dedicated contributor to your organization, he is a broadly creative individual and a determined professional and he has my sincere recommendation.

Yours Sincerely,

Jane Goodall Ph.D., DBE  
Founder – the Jane Goodall Institute &  
UN Messenger of Peace