

427 Merlin Way
Tallahassee, FL 32301

June 28, 2008

Ken Crawford
Division of Cultural Affairs
R.A. Gray Bldg., 3rd Floor
500 South Bronough Street
Tallahassee, FL 32399-0250

Dear Mr. Crawford:

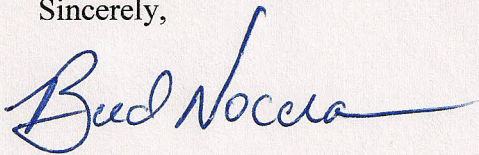
It is my sincere pleasure to write this letter in support of Alan Maltz' nomination to the Florida Artists Hall of Fame.

I have known Mr. Maltz for many years during my term as COO and then CEO of Visit Florida, the official tourism marketing company of the State of Florida. During those years Mr. Maltz gave both his time and his talent to photograph the natural beauty of Florida to assist in promoting this great state for tourism.

Mr. Maltz traveled beyond his South Florida area of interest, throughout the entire state, photographing natural and manmade attractions as fine art. He allowed us, at no charge, to use those fine art photographs in both our tourism print ads and brochures promoting this state. His fine art photographs given to Visit Florida were a gift to the State of Florida beyond estimation. Never before did Florida have such wonderful and alluring fine art photographs to help promote the state. To my knowledge it was the first time any state incorporated fine art photography for tourism promotion, a technique that has since been copied by other states.

His selfless assistance to State of Florida and his great talent as a fine art photographer are to be commended and, I hope, will assist in his selection to the Florida Artists Hall of Fame.

Sincerely,

A handwritten signature in blue ink that reads "Bud Nocera". The signature is fluid and cursive, with a long horizontal stroke at the end.

Frank L. (Bud) Nocera