



NMAA

New Mexico Activities Association

To Whom It May Concern:

The purpose of this letter is to recommend Avista Video Histories for your video project. I was fortunate enough to work with Avista three years ago for a promotional video for the New Mexico Officials Association entitled, "Without Officials, There Would Be No Games." Our video has been used for the recruitment of officials and referees for high school sports in our state and won a Silver National Telly Award the year it was produced.

The staff at Avista was first class to work with from our initial meeting through final production. We went into their office with a very vague idea of what we wanted to portray in our video and they took the ball and ran with it. They were able to develop a video concept which far exceeded my expectations and worked with us side-by-side each step of the way.

The Avista staff provided us with a script template that allowed us to "fill in the blanks" to convey the message specific to our organization. The final script was exactly what we needed and the Avista staff helped us develop an outstanding final product. All of the behind-the-scenes worked, paired with the outstanding field work of Steve Delasantos, made for an overall outstanding experience and a truly amazing video product.

Mr. Delasantos went out and shot footage of our officials working at games in different sports for inclusion in the video because we did not have adequate footage to provide them. The footage ended up being better than the general sports clips we had initially given to Avista. In addition, Mr. Delasantos interviewed a number of officials for the video and his personality and easy-going demeanor made the officials comfortable in front of the camera. Each of the officials said they had fun with him and that they enjoyed the experience.

The final product was creative, fun and attention-grabbing and well exceeded the expectations of me, my Executive Board and my entire officiating membership. We launched the video in front of 600 officials at our Annual Meeting and everyone was impressed and pleased with the final product. Overall, the Avista staff was enthusiastic, skilled and creative and they made the experience pleasant from beginning to end.

It is without hesitation or reservation that I recommend Avista Video Histories for any video project you may have. If you have questions or if I can provide additional information to you, please feel free to contact me at (505) 923-3110.

Sincerely,

Dana M. Sanchez
Commissioner of Officials