



Levitch Design Associates

11th April 2011

To Whom it May Concern,

Re: Dr Daniel Richards
Cairns Square Dental

Nearly two years ago Daniel approached my company to assist him in setting up a new dental practice in Cairns. It was easy to work with him as he had a clear vision about the quality of dentistry he wanted to offer and the environment it was to be offered in. I was intrigued to learn that although he was not Australian born or trained he had a fierce commitment to Cairns and had personally absorbed the relaxed friendliness endemic in FNQ. Within the space of 6 years he had become a local. As my own family is made up of immigrants, I was pleased to recognise in him the drive and passion that has characterised so many people who have made a contribution to their chosen country.

As we worked together to produce the presentation, the feel and the technology that would put his practice into a class of its own, I found out that he had maintained his post graduate training, was abreast of the latest technology and materials and was not afraid to invest in these, either. We spent a long time developing a marketing plan that not only would conform to established professional guidelines but break new ground in presenting the services modern dentistry can offer. Up to 30% of the general public struggles to overcome their resistance to fears created by older style dentistry. Many others simply don't know how quick, painless and simple dentistry can be.

I have found Daniel to be sophisticated and sensitive in his professional relationships, open-minded to new ideas and technology and a practitioner thoroughly grounded in the art and science of dentistry.

Our work together is nearly completed but as a fellow practitioner and colleague, I am pleased to provide a reference to support any application he has made. I believe Daniel will make a significant contribution to the community he serves and lives in. This process has only commenced and he requires some support in the early stages of the growth of the practice. I would commend that you consider an investment in Cairns Square Dental at this time as it is poised to reap substantial real and intangible returns for the social fabric of the Cairns community for many years to come.

If I can be of any further assistance, please feel free to contact me.

Yours

A handwritten signature in black ink, appearing to read 'Genna Levitch', written in a cursive style. The signature is positioned above the printed name 'Dr Genna Levitch BDS'.

Dr Genna Levitch BDS