



Barker Enterprises, Inc.
creating copy that doesn't croak

Testimonials

Nicole gets it. There's a lot to know in the gaming industry, and she's able to drop in, unravel complex issues, and deliver."

Dennis Conrad
President
Raving Consulting

I have three words for you: turn around time. What Nicole can accomplish in short order helps our timelines and dazzles our clients. We all look like heroes.

Larry Pelzer
Director of Gaming Sales
TPI

Nicole writes 'clean copy' as we used to say in the newspaper business. She knows how to persuade, she knows how to motivate, and she can turn out a first draft that's dead one—which is why she's one of my favorite writers.

John Romero
Author of *Casino Marketing* and *Secrets of Casino Marketing*

Nicole walks the tight line between professionalism and personable charm effortlessly. Her sense of humor helps deliver endearing messages that endure much longer than your average and staid business-to-business communications.

Sarah Kelly, Marketing Director, New Products,
Amgen, Inc.

Nicole has the unique ability to develop creative marketing collateral without overlooking the technical details. Nicole readily adapts to new subject matter. Her ambidextrous (right brain – left brain) marketing talent makes her an invaluable to an organization requiring impactful promotional materials in a highly regulated environment.

Martha Townsend, President
MarketReady Rx, Inc.



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Testimonials continued...

Nicole's timely turnarounds keep pace with the real-time marketing demands of our business. She anticipates our needs, her copy requiring minimal edits to custom-fit our audience and our offers.

Kyle Gawthorp, Database Manager
Harrah's Ak-Chin Casino & Resort

The variable brochures that Nicole has developed have helped to solidify our brand across six product categories as well as provide a cutting edge tool for our sales force.

Michael Massari, Vice President
Amy Dosa, Sales Marketing Manager
Las Vegas Meetings by Harrah's Entertainment

Nicole has the unique ability to distill complex and technical subjects down to clear and concise communications for a broad customer mix that includes laboratory technologists, financial administrators, physicians, and patients.

Doug Sweet, Vice President Marketing, Sales & Support
Celerus Diagnostics