



Linda Roth Associates, LLC
Your Public Relations Concierge

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To Whom It May Concern:

Over the past two and a half years, I have had the pleasure of working with Chef Duane Keller at Potowmack Landing as a public relations consultant at Linda Roth Associates, LLC. Chef Keller's ideas are fresh, his energy unrelenting, his employees are loyal, his menus are impeccably delicious and above all, he is a man of vast integrity. He has really turned Potowmack Landing around and the response from the public has been fantastic.

Moreover, regional and national trade press has taken to Chef Keller's straightforward, creative and accommodating personality. In the time I have worked with him, Chef Keller has been featured in *Virginia Living*, *Washingtonian Magazine*, *Chef Magazine*, *The Washington Post*, *The Washington Times*, *Restaurant Business*, *Nation's Restaurant News* and *Mid-Atlantic Home & Design* to name a few. These add to his outstanding portfolio of press clips from *Gourmet* and *Bon Appetit*, the cream of the crop for culinary recognition. Journalists are immediately engaged by Chef Keller and consistently compliment his thoroughness and sincerity.

For more than fifteen years, Chef Keller has aggressively dedicated his culinary guise, heart and soul to the restaurant and hospitality industry in the Washington region. As Executive Chef at Potowmack Landing Restaurant in Alexandria, Chef Keller has taken his cooking talents to new heights and raised the bar of service standards and taste at one of Washington's landmark restaurants. Chef Keller's culinary exposure has been consistently positive and quality-based. I don't believe anyone cares more about the success of Potowmack Landing than Chef Keller. In the past year, Potowmack Landing served 50,000 more customers than in 2003, bringing in more than 25% over last year in sales. This is notably impressive, considering Chef Keller's new menus dropped prices by 30%. Under his watch, he has considerably elevated the performance of the existing staff through his leadership and made Potowmack Landing the flagship for GSI.

In addition to the respect received from fellow colleagues and food critics, Chef Keller celebrates his passion by sharing with others through charitable work: He has created heart-healthy menus for the American Cancer Society, fed the homeless and disadvantaged in Sarasota as well as participated in Zoofari, Taste of the Nation, Taste of Alexandria, numerous consumer expositions and cooked for the Pentagon during rescue operations of 9/11.

I can say without a doubt that Chef Keller has been one of the most responsive, proactive, giving and creative clients that I have ever worked with. I have no doubt that anyone that comes into contact with him would feel the same.

Sincerely,

Carrie Foster
Vice President & Publicist
Linda Roth Associates, LLC