

September 5, 2015

Re: Stuart C. Lathrop

To Whom It May Concern,

Ten years ago, I was hired as Project Director, to manage and turnaround Tri-Command, three military housing community projects in Beaufort, South Carolina. Tri-Command had recently been privatized by Lend Lease, one of the largest builder/development companies in the world. The three Tri-Command communities were spread out by several miles, at Parris Island, The Naval Hospital Beaufort and the Marine Air Station at Laural Bay. In October of 2005, Tri-Command had 65% occupancy and was an unmitigated failure, with a lack of cohesion, or identity.

There was a corporate website, which failed to distinguish Tri-Command from any other military housing community that Lend Lease was managing across the country. When I first started I engaged Stuart C. Lathrop, whose company was then the I.T. contractor in support of Tri-Command's I.T. needs. I ask Stuart if he had ever built a website? Stuart said that his company was building and managing websites for real estate firms, mostly in the Hilton Head and Savannah areas.

I explained our conundrum at Tri-Command of failing to attract Marines and Sailors into our communities and homes. Tri-Command was on the verge of bankruptcy. We engaged Stuart to help us not only build a new website, but to help us craft a new and distinct identity. Selling Hilton Head is one thing, selling Tri-Command and military housing was a different animal. Stuart and his team worked with me and the Tri-Command Property Management Team to come up with a state of the art interactive website that would help grow our image and occupancy. Stuart's creativity was obvious from the start and within 3 months Tri-Command had developed a new virtual community that reached out to Marines and Sailors before they ever reached Beaufort, S.C. Some of the innovative concepts that Stuart developed on our website were:

- Separate pages for each community, with it's own identity, which tied back into the entire Tri-Command Community;**
- Utilizing google earth type technology, now Marines and Sailors knew the area before they arrived, where their home could be in relation to their job and pick their home according to their particular needs;**
- This provided great comfort to Marines and Sailors deployed overseas in Afghanistan and Iraq;**



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- **Prospective new community members had their own email address @tricommand.com and a sense of virtual community was developed before they ever arrived;**
- **A blog was established on the website and existing and incoming Marine and Naval families could communicate and ask each other questions.**
- **Upon launching the website the change was palpable, within 10 months occupancy jumped to 95% and morale within the communities and Tri-Command staff were through the roof;**
- **The Department of the Navy, Marine Corps and Lend Lease could not believe the rapid change.**

It was through Stuart Lathrop's guidance, knowledge and leadership that we were able to right the ship. Stuart is loyal, honest, brilliant and a pleasure to work with. Working with Stuart through the website project and his overall I.T. support was always an enjoyable collaborative venture that I truly miss. Stuart C. Lathrop would be an invaluable addition to any staff in need of creativity and a keen sense of humor.

Please feel free to contact me.

Sincerely,

Peter

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