# SICA Reference

To Artistic World Visitor <teresa@artisticworld.ca>

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**From:** Clifford Kshyk - SICA <ckshyk@sicabc.ca>
**Sent:** April 17, 2026 9:48 AM
**To:** Rebecca Goodman – Operations Manager <rebeccag@sicabc.ca>; Jacob May - SICA <JacobM@sicabc.ca>; Kamloops - SICA <Kamloops@sicabc.ca>; Melanie Grue <melanieg@sicabc.ca>; Courtney Fedevich <CourtneyF@sicabc.ca>; Teresa Lien - SICA <TeresaL@sicabc.ca>
**Subject:** Teresa

Hi,

I wanted to personally share that Teresa will be leaving SICA with her last day being May 1st.

Teresa has been a meaningful part of our team, and I've truly appreciated the dedication, professionalism, and positive spirit she brought to the workplace each day. Her contributions have helped advance our communications. Her initiative in putting SICA forward for the Kelowna Chamber of Commerce Business Excellence Awards is a testament to her belief in SICA.

While we will certainly miss Teresa, I'm grateful for the time we've had working together and for everything she has contributed. Please join me in thanking Teresa and wishing her continued success and fulfillment in the next chapter.

Best,

Clifford Kshyk

Chief Executive Officer

**Southern Interior Construction Association**

direct: 778-721-8440

o: 250-491-7330 c: 250-469-3556

a: #104-151 Commercial Drive, Kelowna BC

w: www.sicabc.ca e: ckshyk@sicabc.ca

To Whom It May Concern,

I am delighted to recommend Teresa Lien for any marketing or creative role. Throughout her time as a Digital Content Specialist under my supervision, Teresa has consistently demonstrated expertise in content creation and digital media management.

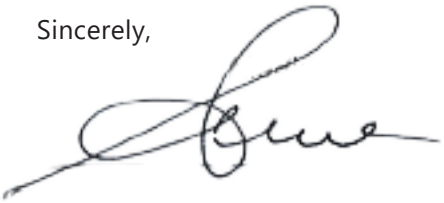
Teresa's notable achievements include leading the successful rebranding of Virgin and MOVE, showcasing her ability to meet tight deadlines across various multimedia formats. Proficient in the Adobe Suite, she excels in graphic design, marketing, and digital content creation.

Furthermore, Teresa's proficiency extends to managing CMS systems such as Marketron, Kentico, Aptivada, and Polopoly, reflecting her adaptability and technical prowess.

I am confident that Teresa's talent, dedication, and proven track record make her an excellent fit for any marketing or creative role she pursues.

Please feel free to contact me for any further information.

Sincerely,



Bruce Hamlin | Regional Sales Manager - BC
Bell Media | t: 250-868-4778 |c: 250.300.1503
bruce.hamlin@bellmedia.ca
435 Bernard Ave., Kelowna, BC V1Y 6N8

Bell Media

SIGNALINK
www.signalink.com

14 October 2011

To whom it may concern:

**Re: Teresa Lien—Signalink Employment**

Teresa has been employed by Signalink since February 2011. Due to a company restructuring, her position has been eliminated as of 31 October 2011. This in no way reflects on Teresa's abilities or work habits, which are excellent.

Her duties have included:

- Marketing & Technical Sales in the Fire Industry
- Developing dealership & distributor channels for the sale of Fire-Link II Systems
- Creation and execution of all Marketing campaigns, account planning, and performance measurement
- SalesForce CRM software implementation and administration including regular reports of the sales funnel
- Development of all marketing collateral in print, web & video, including a complete redesign of the company website

Teresa filled all these duties, and many more, with enthusiasm and skill. She works well with minimal supervision. Her work ethic and personal attributes are excellent. She is reliable, cooperative, with very good attendance and punctuality, is a team player, and she has good interpersonal skills.

We will all miss her. I recommend her without reservation to any potential employer.

Please phone or email me if you would like further information.

Sincerely,

John Francis P.Eng
General Manager & V.P. Engineering
jfrancis@signalink.com
Mobile: 250-859-1612



**SIGNALINK TECHNOLOGIES INC.**
14 - 2550 Acland Road, Kelowna, BC,
V1X 7L4, Canada

Phone: (250) 491-3883
Toll-Free: (888) 491-3883
Fax: (250) 491-3895

FUSION
ART and DESIGN INC.

October 27th, 2011

Re: Teresa Lien

To whom it may Concern:

Teresa and I have worked together for almost 2 years; I was part of the decision making team that recruited Teresa to a Company in Kelowna, Signalink Technologies. In her capacity as the marketing manager her varied skill set proved to be a great asset to the company.

I found her to be an enthusiastic innovative thinker that could balance the creative needs of the business but also contributed to the development of the overall communication strategy for the company. I would be happy to engage her services as an employee or freelance contributor to any of my customers. Her experience in managing CRM tools, video production/ design, graphic design and publication, development of training manuals, production, and general advertising has been an important part of the development of Signalink.

Teresa can be counted on to deliver projects on time and works very well without supervision. I am confident that should the present circumstances at Signalink change that she will be amongst the first to be asked to return.

Sincerely,

Allan Dagnall

President
Fusion Art and Design

**Fusion Art and Design Inc. 54 Sandringham way Calgary NW. Calgary Alberta Canada T3K 3V6**

## LinkedIn Recommendations

**Michael Cook** has endorsed your work as Marketing & Communication at Signalink Technologies.

Dear Teresa,
I've written this recommendation of your work to share with other LinkedIn users.

Details of the Recommendation: "Teresa was brought on as creative manager for our graphics and web marketing efforts, her role quickly expanded to include sales support and business development. Teresa is a strong strategic thinker. She executed on all the deliverables we worked on and was the key person for all the marketing, advertising and public relations. She made sure everyone had the latest information on our products and made it very easy for the sales team to succeed by ensuring they were well briefed and prepared for customer calls. Teresa is also very skilled at building strong relationships with both internal staff and external customers. Her technical expertise was very adaptable and proven when she completely set up our Salesforce CRM system to the standards best suited for our company. Her thoroughness and attention to detail manifested itself in booth displays, promotional material and media creation, that were all top notch. She consistently taps into her previous experiences in graphics, sales, and web development, beyond traditional marketing, directly impacting and increasing the revenue potential of our products.

I would recommend Teresa for any graphics and /or marketing position where her passion for building businesses through creativity, strategic thinking and customer support can be best put to use."