



June 15, 2010

Ken Crawford
Division of Cultural Affairs
R.A. Gray Building, 3rd Floor
500 South Bronough Street
Tallahassee, Florida 32399-0250

Dear Mr. Crawford,

I am writing to you in reference to Alan S. Maltz and why he should be recognized in the Florida Artists Hall of Fame. My relationship and journey with Alan began in 1989 when I was the Director of Marketing at the Pier House in Key West, Florida. We met to discuss a post card book that Alan had developed with images of the Keys. From that meeting began a long professional and later a personal relationship that I am proud to say is still evolving today.

Alan is a true visionary, over the last 30 years he has captured the natural and most memorable iconic images that tell the unique and very distinctive story of the beauty and incredible diversity of our very special state. The images and relationships he has developed not only the tourism industry, but also in corporate industries and associations that protect and guard our natural environment and native species, are a testament to his vision. Each image represents a moment in time for us to remember and savor. His love and passion for his craft and art are exemplified in his gallery and the numerous applications he has developed to showcase the wonders of Florida.

His contributions have created a legacy and an archive of the "hidden wonders" of Florida and he has managed to create an artistic and lasting impression in all who view his work, whether one of his 4 coffee table books, silk screens or simply a beautiful framed image. No other photographic artist has developed as comprehensive overview of images and put Florida in the fore front by telling our state's unique story visually. He has developed a platform of artistic cultural excellence with his works in a way that touches each of us not only individually but very personally.

I am proud to call Alan a friend, and privileged to be part of this very awe inspiring journey in viewing the photographic story of Florida through Alan's lens.

Best Regards

Ursula Boll
President Miles360