

June 12, 2010

To the Attention of the
Division of Cultural Affairs
Florida Artists Hall of Fame Committee

To Whom it May Concern,

It is with such great pleasure and optimism that I send this letter of recommendation and consideration for Alan S. Maltz to be the 2011 inductee to the Florida Artists Hall of Fame.

Pleasure and optimism for many reasons:

1. I cannot think of another candidate who has devoted his sole purpose and soul itself to the form of preservation through art using the serenity of landscape and the beauty of the wildlife that Florida has to offer -- via his camera's lens. And all of this life's work of Mr. Maltz enables environmental, inspirational, spiritual, and healing forms of art to be part of a private residence, corporate collection, hotel or resort, hospital, cancer center, hospice, airport, presidential library, or any number of other venues where the art resides.
2. Mr. Maltz's art captures Florida at its best. The promotion and circulation of his artistic efforts have enabled the State to grow and flourish through increased tourism, all benefiting the various Convention and Visitors Bureaus in their individual efforts to attract national and international appeal as a premiere travel destination.
3. Beyond achieving national and even international acclaim for the art itself, Mr. Maltz has captured his collections in Florida area-specific works through his coffee table books of Miami, Key West, Ft. Myers/Sanibel and the State of Florida itself (the book used by our own Governor when visiting other dignitaries). With another book on the way for Naples and the Everglades, he is continuing to keep the passion alive. Whether through his web site or via book stores or Amazon.com, the amazing cultural attractions of Florida are available for literally anyone to have in their home to enjoy and share.
4. Mr. Maltz is a kind and humble man, and a generous one--a philanthropist. He is most interested in the well-being of others and anyone who knows him, knows that. "Giving" is his middle name. One particular donation of his art made an impact on many people recently. Mr. Maltz in May donated a vast collection of his art to the Eugene M. and Christine E. Lynn Cancer Institute in Boca Raton, Florida, one of the State's leading cancer centers. Three walls of art in the chemotherapy wing --13 pieces in total -- are now viewed by patients waiting to consult about or to receive chemotherapy treatment. The images he donated "are

conductive to healing and inspirations" for the patients he had said when asked about his selections of art to install there.

I sincerely hope that the committee sees that Alan S. Maltz has the interests of Florida at heart, and as a renowned artist of this State, deserves the recognition that only your organization can give back to what he himself has given.

Very truly yours,



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