



June 18, 2010

Memorandum For: Ken Crawford
Division of Cultural Affairs
R.A. Gray Bldg, 3rd Floor
500 South Bronough Street
Tallahassee, FL 32399-0250

SUBJECT: Alan S. Maltz Nomination for Induction into The Florida Artists Hall of Fame

1. I have known Alan Maltz since 2004, well prior to accepting my current position, and I was originally drawn to him based on what I consider to be the sheer genius of his work. I routinely work with very high caliber artists, many of whom are internationally renowned.

2. Alan is, without exception, an artist who can absolutely capture "the essence of the moment" and create a sense of "being there" with the images he documents. Whether capturing the natural beauty of Florida, its architecture, or its people, Alan creates an alluring "snapshot in time" that draws the viewer into the photograph, giving rise to the imagination while feeling a sense of majesty in what lays before the eyes. Very few have such profound creative genius simultaneously harnessed with technical excellence.

3. As a Florida resident, Alan's work is very special to me personally. It perfectly captures the beauty of our state in its many forms and serves to bring great credit upon the abundance of what we have that is so unlike any other region in this Nation.

4. Accordingly, Alan has my fullest support for induction in to the Florida Artists Hall of Fame. His membership in this elite body will do much to further enhance the reputation our state has for artistic excellence. Please feel free to contact me via e-mail at mbowers@canson-us.com or via telephone at (727) 647-4052 should you require any additional information relative to my support for Alan in this endeavor.

A handwritten signature in black ink, appearing to read "Max Bowers".

Max Bowers
North American Sales Manager
Digital Fine Art & Photo, Canson-Infinity