

To Whom it May Concern,

It is my distinct pleasure and honor to write this letter of endorsement for Shayla Cannady. I had the privilege of working alongside Shayla at Charlotte-Mecklenburg Schools, where she served with distinction as our Chief Communications Officer.

Integrity, innovation, pioneering spirit, meticulousness, tenacity, eloquence, and charisma are just a few words that capture the essence of this remarkable leader. Shayla possesses an exceptional ability to help organizations redefine their narrative and effectively communicate the extraordinary work being done in school districts. Her collaborative approach, both within and outside the organization, has been instrumental in driving our success including working alongside our team to assist in the passing of a \$2.5 billion school bond referendum. Largest in North Carolina history.

In my over 20 years in operations, it is rare to encounter individuals who combine unparalleled expertise with an empathetic approach toward students, staff, and the community. Shayla is one of those rare individuals. She is widely regarded as a leader in education and media due to her groundbreaking work and unwavering dedication. I recommend her with the highest degree of confidence, certain that she will continue to excel in any endeavor she undertakes.

Shayla has earned the respect and admiration of colleagues, peers, parents, and community members in Charlotte, North Carolina. She listens attentively to the concerns of her stakeholders—students, parents, and principals—and then works diligently with her team to ensure that effective solutions are implemented.

I wholeheartedly and confidently support Shayla Canady for NSPRA President-Elect. Her exceptional leadership, vision, and dedication make her the ideal candidate for this role.

Sincerely,

Nicole Portee, Associate Superintendent Operations
Charlotte, Mecklenurg Schools
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