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**Subject:** Lindsay Borthwick  
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You are meeting her tomorrow at 12:30.

She will come off as a bit prim but it's just Canadian. She warms up once she lets down her guard and politeness. She's cool. She worked her way up to become Managing Editor at Seed and then head off all content development. She is smart, schooled in Seed thinking and communicating, and I trust her journalistic instincts.

If you can convince her that this job is for her you'll get a very very talented editor.

Let me know how it goes --