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To whom it may concern,

I am writing this letter on behalf of my client, Adam Bloom, who has been the subject of a great deal of media attention in the last 24 hours.

For the last seven years, Mr. Bloom has been the Pool Chair for his local homeowner's association. In that capacity he works to hire the lifeguards, hire staff to maintain and clean the pool, and work with members to set and enforce the pool rules and regulations.

The regulations in place at the pool in question include only allowing neighborhood residents access to the pool. These regulations are necessary as people frequently engage in behaviors that are either unfair or unsafe for fellow pool members, such as smoking on the pool deck, excessive drinking, or misuse of memberships by passing around pool cards and allowing non-members access to the pool.

When violations of these regulations occur, it is Mr. Bloom's job to either address and correct the violation or remove the member from the pool. Over the past seven years Mr. Bloom has had to ask for IDs of pool patrons and removed those who did not have valid memberships an average of four times every season, in an effort to enforce the pool's adopted regulations. The people removed have included people of all ages and races.

For example, Mr. Bloom had to remove an individual who tried to enter the pool without membership because that individual mistakenly believed working with the swim team afforded the individual use of the pool. He has also had to remove non-members who mistakenly believed they were allowed to enter the pool if they shared the membership cards of actual members. Mr. Bloom further has had to enforce the pool's regulations and remove people for excessive intoxication as well as other violations of the pool rules. In each of these incidents, Mr. Bloom has enforced the rules regardless of the age, sex, or race of the individuals involved.

Unfortunately, Mr. Bloom's enforcement of the pool's regulations recently became problematic. Over the recent Fourth of July holiday, a fellow board member

approached Mr. Bloom with concerns regarding one of the pool patrons, who was later revealed to be Ms. Jasmine Edwards. This board member alleged that Ms. Edwards was not familiar to her, so the board member asked Ms. Edwards for her address. When the board member asked where she lived, Ms. Edwards allegedly gave her an address on a road in the neighborhood where houses were not yet built. This could have been a misunderstanding on the woman's part. Nonetheless, it was relayed to Mr. Bloom. The woman then asked Mr. Bloom to verify Ms. Edwards' address and her pool membership. Normally, the pool would have had a sign in sheet, where pool members list their name and address and which Mr. Bloom could have referenced; unfortunately, the sign in sheet was not set out that day.

In discharge of his duty, Mr. Bloom approached Ms. Edwards and asked her for her address. Ms. Edwards gave Mr. Bloom a different address than the one she told the other board member.

We know now that this was, in fact, Ms. Edward's correct address. However, having received conflicting information on Ms. Edward's address, Mr. Bloom politely asked to see Ms. Edwards' ID to verify the address so the issue could be concluded and everyone could get back to enjoying the Fourth of July.

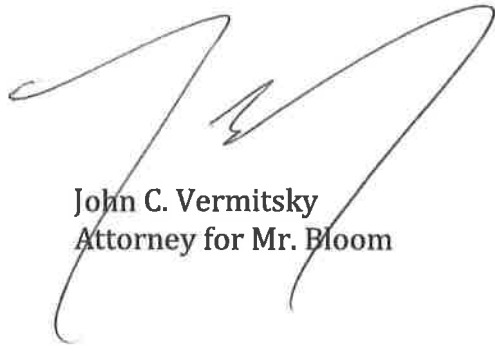
At this point, Ms. Edwards accused Mr. Bloom of racial profiling. Not wanting a confrontation to escalate, Mr. Bloom called the non-emergency police number to allow a neutral third party to resolve the situation. Once the police arrived, Ms. Edwards began the video that has since gone viral on social media.

As a result of the incomplete and misleading video of these events and the social media frenzy that followed, Mr. Bloom has received death threats, lost his job, and been forced to resign from the homeowner's association. He has had to leave his home for a safe location for him, his wife, and his three small children.

Racism, both systemic and individual, is a pervasive problem in this country. Too often in the news we see this play out in situations where people unjustly target African Americans and other minorities for no reason other than the color of their skin. This type of behavior is abhorrent, wrong, and has no place in a free country.

No one deserves to be discriminated against for her race. Unfortunately, Ms. Edwards felt that she had been over the Fourth of July holiday. This was not Mr. Bloom's intent. Mr. Bloom wants Ms. Edwards to feel welcome at the pool and is deeply regretful if his enforcement of the rules appeared to be racially motivated. Mr. Bloom feels terrible for the pain this must have caused Ms. Edwards and her family. Mr. Bloom's intentions during this incident were to enforce the pool's rules uniformly, without preference or prejudice.

No one deserves to be judged solely based on an isolated incident, taken out of context. I hope the readers of this letter instead choose the American principle of fairness before passing judgment on Mr. Bloom.

A handwritten signature in black ink, consisting of a large, stylized 'J' followed by a 'V' and a 'M' that are connected and written in a cursive, flowing style.

John C. Vermitsky
Attorney for Mr. Bloom