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To whom it may concern:

In September of this year, 2002, I held a region wide meeting here in Seattle. Those attending were my underwriting and marketing staff from 10 states. In addition I invited our executive management team to be a part of our meeting. The focus of the meeting was geared to revisiting our goals and determining where we were in relation to achieving those goals and what if anything had to be done to get us on track if we were not already on track.

I invited Susan Ershler to be our keynote speaker. I chose Susan for several reasons. One, her recent accomplishment of reaching the summit of Mt. Everest and becoming the first husband and wife team to climb the seven summits would be extremely appealing to my entire staff. Two, Susan is a very effective businesswoman with great communication skills. I wanted my staff to hear her story of what it took in terms of goal setting, preparation, follow through, and discipline and determination in order for her to reach the summit of Mt. Everest.

Susan did a great job in her presentation of drawing the parallels of what it took for her to be successful in her climbing and relating it back to the successes in her business life. Her presentation was extremely well received by our management team and my entire staff. It was very beneficial as she took them through her goal setting process, gave them a good idea of the discipline in training it took to be ready for a major climb and perhaps the most important part was her determination.

I hope to have Susan come back sometime next year to give us an update of her current endeavors.

Sincerely,

L. W. Bonnett
Regional Vice President