



March 26, 2003

Mr. Michael York
The Michael York Company, Inc.
4801 East Independence Blvd. Suite 1000
Charlotte, North Carolina 28212

Dear Michael:

How do we measure the effectiveness of a consultant?

I'm sure you've been asked that question before.

Beginning with January's National Sales Meeting, early 2003 has been rather busy. I do think it is important, to share with you my thoughts on the progress our organization has made over the past 15 months or so.

When Colonial first began utilizing your services, we were both aware of the challenges of driving significant change within a sales organization stretching from Knoxville, Tennessee to Wilmington, North Carolina; encompassing 10 sales teams, 30 managers, and more than 200 sales agents.

It was also clear to me that without significant change on a number of levels, there was little hope for dramatic improvement in results. One of the key contributions you made early on, was to convince me that this degree of organizational turnaround was possible, but only if we utilized "*uncommon*" approaches. Beginning with the management meeting in January 2002 (jet balls & all) your conviction has proven correct.

A few results to highlight the extent of our progress:

- 1. Total sales from our Agency grew 10.2% in 2002.**
Up from 3.6% in 2001. More importantly, all that growth came in the 3rd and 4th quarters of 2002 after your efforts had a chance to take hold and we had created that momentum we're always talking about.
Total 3rd and 4th quarter results were 25% better than the same period in 2001.
- 2. New case sales increased a whopping 100%.**
Again, the majority of that increase occurred in the latter half of the year.
- 3. New sales from new agents increased over 300%.** This is particularly significant because these numbers will continue to drive our future growth and is a clear sign that last year's results are not just sustainable, but will increase and accelerate.

4. **New account “Opener” specialists increased from only 2 in early 2002, to over 30 producing specialists by year’s end.** This is an amazing statistic since it created the “*specialist*” mentality that allowed us to not only attract a higher quality of agent to the organization, but improved the focus (and results) of some of our “*jack-of-all-trades*” agents.

Such significant improvement in our key operational results was, in my opinion, directly related to your work with my organization. Those results were only made possible by your intervention into our organization and our culture, and you deserve much of the credit for the turnaround.

Where do I start? Because your efforts included a multitude of actions that affected critical areas of my business. These efforts included the attraction and development of “*Top Talent*,” Management training & development, the introduction of a new way of thinking and the creation of a new “*Opener*” culture. And of course, your unique approach to training (learning) that you appropriately named ***Cool School***.

Each of these initiatives significantly enhanced our ability to compete in a very challenging and competitive market and produced these dramatic results in spite of a soft economic environment. Taken together, they radically changed our approach to our business and set the stage for tremendous accomplishments.

When I think back to our initial meeting and my decision to engage your services, I believed that I was getting primarily a speaker who could help motivate/inspire our sales team. That has certainly been the case, and to great effect. Your workshops and keynotes at our regional and national meetings have created quite a buzz. However, the bonus for me has been the strategic consultation you have provided and a perspective on my business that is radical but realistic.

Thank you for all your hard work. My management team and I are convinced we could not have achieved so much in such a short time without your commitment to the dynamic improvement of our organization.

Without a doubt, one of my highlights as an MGA with Colonial has been working with you. I look forward to continuing our professional partnership to achieve “***radical & uncommon***” results for our organization.

Sincerely,

(electronic signature)
Louis Ascanio
Managing General Agent
Colonial NC/ETN

******footnote addition****** As of January 2004, Lou’s territory has continued to show “radical” growth across the board, including 6 straight quarters of a 20% (or greater) increase in sales!

Leaders Conference qualifiers (top performers nationally) went from 2 in 2001 to 15 in 2003.