

July 19, 1999

Mr Dean Ramsden  
Client Focus Connections  
PO Box 1014  
Wisconsin Rapids, WI 54494



Dear Dean;

In the past 14 years with American Family Insurance Company I have seen a lot of changes, how we make sales, what we sell, and how we get our prospects. I've found that we need to be creative and we need to work in smarter more effective ways. My staff and I do not have time to call 50 to 100 prospective customers. We also don't think we are as effective as we'd like to be. We have continually used the Client Focus Connection and we have had great success! Our goal is to build our agency to 10,000 + accounts and I believe that we will reach our goal with your help.

Have a great day!

Sincerely yours,

James E Nick - LUTCF 447/020  
American Family Insurance Company



*The Mark of Distinction and Achievement*