



Everence Financial
1110 North Main Street
Post Office Box 483
Goshen, IN 46527
www.everence.com

Toll-free: (800) 348-7468
T: (574) 533-9511

October 1, 2011

Dear Ty,

Thank you, for your presentation at the 2011 Everence Sales Leader's Conference, in Park City, Utah.

It was a pleasure to work with you in planning process. The time you took to understand the goals for the conference as well as to learn who we are as an organization and what our vision is was appreciated.

Your presentation influenced advisors to see the responsibility each holds in using the power of influence to build trusted relationships and help clients reach their goals. Besides the five applications of influence, the illustration of using of stories as an affective teaching and communication tool was very helpful.

As a planner, I see success when participants connect with the presenter and when the presenter genuinely connects with the participants and incorporating our vision and goals (not theirs) into the presentation. Ty, you did both, thank you.

Regards,

A handwritten signature in cursive script that reads "Joy Lambricht Liechty".

Joy Lambricht Liechty
Event Planner and Field Advocate