

State Farm Insurance Companies



September 30, 2003

Georgia-S Carolina Office
11350 Johns Creek Parkway
Duluth, Georgia 30098-0001

Mr. Larry Klein
NF Communications, Inc
Marketing Systems for Financial Advisors
1700 North Broadway, #405
Walnut Creek, CA 94596

To Whom It May Concern:

Larry Klein was invited as a guest speaker at our annual Agent's Financial Services University, after receiving high recommendations from several associates within our company.

The 2-day event was a huge success, with over 800 agents throughout our zone and most of our Executive office in attendance, and much of its success was contributed to the excellent presentation given by Larry on "Marketing to Senior Citizens".

While many attendees tend to leave before the end of the event, Larry's final class was filled to capacity, as word got around to agents who had not been in his previous sessions. Evaluations received cited Larry's presentation as being one of the highlights of the event with many asking us to bring him back for future training sessions. Indeed, we have already scheduled a 5-day seminar in November with Larry being one of our two guest speakers.

Word of our University had rapidly spread and many Development Specialists from other Zones have called to get information about Larry for their own Zone events. I would highly recommend Larry and the "Marketing to Seniors" class for any Financial Services type seminar. His presentations are not to be missed!

Sincerely,

A handwritten signature in cursive script that reads "Elizabeth Green".

Elizabeth Green
Learning & Development Specialist
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