



**Everence Financial**  
1110 North Main Street  
Post Office Box 483  
Goshen, IN 46527  
[www.everence.com](http://www.everence.com)

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

October 31, 2011

Dear Ty,

Thank you, for your excellent presentation, "The Power of Influence," at the 2011 Everence Sales Leader's Conference, in Park City, Utah.

I appreciated how you took the time to learn our organization; our vision, culture and uniqueness as a faith directed organization. You connected well with our advisors, helping them see their role as leaders in making a difference in the lives of their clients.

Your presentation held many fundamental truths and examples of what strong leaders do and reminded us of the importance of building relationships. Thanks for giving us practical applications that we can use in influencing people and growing our business.

Sincerely,

A handwritten signature in black ink, appearing to read "Larry D. Miller".

Larry D. Miller  
President and CEO



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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 Lambright Liechty".

Joy Lambright Liechty  
Event Planner and Field Advocate