

# Bill Lucas Insurance

November 5<sup>th</sup> 2011

Dear Sam, Morgan, Sara and Barbara  
Agents Marketing Group

I feel like I just got married and haven't taken the time to write the thank you cards yet! It reminds me more of that because there are so many people to thank that it is a little overwhelming, and I know I'll inevitably leave someone out.

Looking back, I wish I had a friend writing down the gifts (dinners, tours, education, drinks, air line tickets, hotel rooms, etc...) and the name of the person who helped make that possible. To date, it looks like I have about twenty people to personally thank, and I fear I would get half the names and companies wrong. So I'll need to do it this way...

To Sam, Morgan, Sara, and Barbara,

Thank you for your taste of the good ole' days. See, I have "been there and done that" all before without even noticing it stopped. I think my last trip to Hawaii was back in 1995 with my first wife Theresa. She loved to travel. I think because of that, to some degree, I made sure I won – or as it really is, I worked my tail off to make sure I earned enough to go. By the time I earned a trip to Australia, she had gotten to sick to be able to travel.

You, without even knowing, touched me and reminded me of some wonderful days in my past. Without even knowing, you have rekindled me into writing even more so I will always be able to go on these trips. I am so motivated that I have told my staff and other sales people they have to go next time, too.

I wanted you to know I felt like I was at my third insurance company convention. Not my first, where you're not sure what to do, and not my tenth, where you know everyone and they know you. I felt the power of the others there, but at the same time, with the help of your people, I felt included and welcomed into your group.



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In my life in the insurance industry, I have seen the power of family, where every producer, broker support staff member, home office worker could come together to win and to win as a team. A team that is there to help each other so each person is equipped and encouraged to do their best.

Sam - thank you for this educational get-a-way and thank you for hiring the right people.

Morgan - job well done – warm, classy, elegant, and fun. You were able to mix all of these things and at the same time make us all feel special.

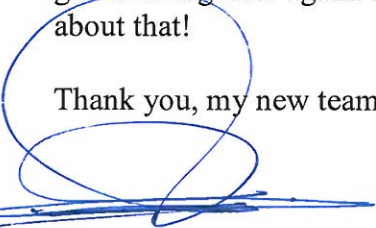
Sara – they say if you take care of the small things, the big things will take care of themselves. What was done to make sure Julie didn't have to fly back to Savannah and then travel on to Boston was a BIG deal to me. The idea that someone took our problem and solved it without having to, just speaks so loudly for your organization. This alone would have earned my business.

Barbara – the biggest thanks goes to you. I know I would not have been there without you. You reminded me of all the years of training and education I had packed away dormant and helped wake me up again. I am determined to make bigger sales, be a better agent, and make more money because of you. You are the one that did it for me this time. You came into my life at just the right time. I'm reminded of telling my son over and over to do something, then someone else comes along and tells him, and he gets it "bang!" just like that. Barbara, you helped me go "bang!" and I get it! I remember.... And for that I thank you so much.

Now for all the others - I know this was not done with four people. I must have met about twenty just in the weekend we were together. So for the un-named sixteen or so – thank you! Thank you from an agent who has done this before so I can say you have done it right. Thank you from an agent who is determined to do it again because you did such a great job that I don't want to miss another one.

In closing, I will try to repay you. I understand this means PRODUCTION. I know it's the production that makes things like this possible, and I will work harder to help us all get there together again. I see a long term relationship in our future, and I'm excited about that!

Thank you, my new team



Bill Lucas  
Your new agent