

September 18, 2002

TO WHOM IT MAY CONCERN:

It doesn't matter what line of business a person is in, products tend to be pretty much the same. The only real way one business, public or private, can distinguish itself from its competitors is in the delivery of customer service.

James Lloyd recently made a presentation at a retreat to the management and Board of Directors of the Self-Insured Schools of California (SISC), Joint Powers Authority. He actually came the day before his presentation and attended the three Board Meetings to gather information that allowed him to personalize his presentation to the SISC JPA.

His wit, humor and general presentation style captivated the audience and they went away repeating what Mr. Lloyd had zeroed in on that "Service is the lifeblood of any organization." "Everything flows from it and is nourished by it." "Customer service is not a department, it's an attitude."

The SISC Board of Directors are School District Administrators throughout the state. For several weeks after Mr. Lloyd's presentation I received communication from many of them asking how they could contact him so he could give the same uplifting customer service type presentation to their staff.

In summary, I would recommend that employers present his customer service presentation to their employees on a bi-annual basis.

Sincerely,



Russell E. Bigler, Ed.D.  
Chief Executive Officer

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