



Alan Katz, RHU
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2000 Corporate Center Drive
Newbury Park, CA 91320

May 13, 2005

Mr. James Lloyd
9 Screens, International
39 Edgar Court
Newbury Park, CA 91320

Dear James,

Thank you for the opportunity to write a short note concerning your speaking and presentation skills. My only concern is that your talent is too big for a brief letter. So while I will try to keep this short, I am happy to talk – at length – with anyone who would like more details.

That you are articulate, informative and funny is apparent to anyone who has had the privilege of hearing you speak. What may be less apparent, only because it is somewhat subtle, is your extraordinary ability to adjust your presentation to the needs and circumstance of the audience. I have had the pleasure of hearing you speak well over dozens of times. Yet every talk is fresh, relevant and extremely meaningful to that particular audience, even when the substance is similar.

Another remarkable dimension of your skills is your versatility. This is evidenced first in your ability to work with any size audience. I have seen you speak before large groups of more than 2,500, small gatherings of less than a dozen and most every size in-between. Yet you connect on a very personal level with everyone in the room. There is no fidgeting or talking in the back. No one walks out. The audience is willingly captivated, engaged and attentive.

Your ability to hold an audience is especially impressive, in that it is independent of the subject matter. Whether your topic is improving customer service, managing change, improving performance, enhancing communication, the art of public speaking, or working better as a team, the result is the same. You take your audiences on a journey that is humorous, touching, and relevant. Most importantly, the journey always arrives at the desired destination: an audience with greater understanding; greater readiness to transform; and greater passion for moving forward.

Your work at the annual WellPoint Agent Expo testifies to your abilities. This is the largest gathering of health insurance agents in the country. Each Expo includes several of the country's top speakers, such as David Allen, Roger Dawson, Jeffrey Gitomer, Amanda Gore, Keith Harrell, Tom Hopkins, and Joe Theisman. You have been an integral part of every Expo since the initial effort in 2002 serving as a keynote speaker, presenting at an educational breakout session or, sometimes, both in a single Expo. Every time and regardless of your specific role, you rank at the very top of the agent survey. Considering the caliber of the speakers each year, this is a truly remarkable achievement.

So again, thank you for this opportunity and best of luck.

Sincerely,

A handwritten signature in black ink that reads "Alan Katz". The signature is written in a cursive, slightly slanted style.

Alan Katz