



8/31/03

Jon Petz  
Education First  
555 S. Front St.  
Ste. 400  
Columbus, OH 43215

Dear Jon,

This sounds like I'm writing a "dear John letter" but, in fact, it is quite the opposite. I'm writing to thank you for the incredible impact you had on my sales team at Kindred Communities.

First, I could tell that you have been in the trenches, so to speak, right along with us and really know what it's like to be on the sales side of the relationship. Your insight into these issues, including how to make your job fun, was right on for us since we work in a somewhat negative environment, caring for the infirmed and dying.

For now, my team is working on the "sustained initiatives" we discussed prior to the event and they have interfaced them into their marketing plans and teams. We see results! I know this is due to the fact that your ability to communicate real-life topics and challenges in such an entertaining and dynamic way helped us to take the initiatives and remember to use them in our daily work. You left a lasting impression.

I will be forever thankful for your visit with us and hope to have you back again for another presentation.

Sincerely,

*Elaine Miller*

Elaine Miller, R.N.  
Director of Sales and Marketing  
Kindred Communities