



FARMERS

Brian Braddock, GCA
Assistant Vice President &
Utah State Executive Director
1245 E. Brickyard Rd., Ste. 370
Salt Lake City, UT 84106
Phone (801) 483-3171
Fax (801) 483-3240

January 30, 2002

www.farmersinsurance.com

Dear Zack:

I just had the opportunity to review your letter of resignation. Although it saddens me to see you resign I do think it is a wise decision recognizing your status on the Career program.

However, I must admit that your reasons for falling short of the Career programs minimum expectations confuse me. I understand that you were without a DM but you had available the entire State Office Staff and were much better equipped to succeed than had your original DM not chosen to retire.

for 15 min

To my recollection you chose not to attend District Meetings, Salesbuilders, and you failed to act on leads purchased on your behalf.

The reality is that you failed because you were unwilling to commit the time and energy to growing a successful agency. The advice and support provided, or at your disposal was ignored.

Good luck to you as you continue to support your father's operation.

Sincerely,

Brian Braddock, GCA
Assistant VP - State Executive Director

This could not be further from the truth

Brian would be ashamed of this letter

DOUG ORTON'S WIFE