



Palm Canyon Insurance Agency

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February 16, 2008

Sue Burcher
Foresight Publishing, Inc.
3717 National Drive, Suite 208
Raleigh, NC 27612

Dear Sue:

I have been creating and e-mailing your "Benefit Insights" newsletter to all of my employee benefits employer clients for several years now (I think since not long after Foresight Publishing began to offer them on an all electronic basis).

Frankly, I am totally pleased and benefitted from this relationship as a client of your newsletter services! Each 4 page issue only takes me about 45 minutes to put together. Plus once in awhile, I take the time to write and upload my own article, thus making this publication truly "my" client newsletter. And I e-mail them to my employer clients, so they get delivered at once and at no postage cost to me. They look totally professional and impressive, whether just viewed onscreen or printed out on any of today's low cost color printers.

My clients really appreciate receiving these newsletters. I know, as they often tell me so. And "Benefit Insights" keeps my name, contact information and "presence" in front of them all year long, to support my other ongoing client contact activities. I believe my "Benefits Insights" newsletters are another great way to set me above and apart from the average benefits broker still doing business the old way.

I wouldn't ever dream (would be a nightmare actually) of ever ceasing my creation and distribution of "Benefit Insights".

Sincerely,

Bill Robinson
Bill Robinson

INSURING YOUR HEALTH & FINANCIAL WELL-BEING

