



To Whom It May Concern,

It gives me great pleasure to recommend Mr. Robert Allen. I have grown to enjoy him personally and professionally over the almost four years that we have worked together. During that time, I have had the opportunity to work with Bob, both as his superior as well as his fellow co-worker, on numerous projects. Some of them were basic and routine, but many of them were demanding and involved projects that required around-the-clock commitment on both our parts. Bob was always willing to "do what it takes" to get the job done and he always maintained a positive attitude and a consistent energy level that is to be commended.

Bob moved to Batesville to take the position of *Director of Communications* for our Company. This is a big job due to the multiple aspects required to fulfill that role. At that time, our company serviced a combination of approximately 150,000 customers and Members. His job was primarily to stay in communication with them for the company.

His responsibilities consisted of many roles including writing and sending a weekly fax to approximately 2,000 Members, writing and sending a weekly email to about 6,000 Members as well as preparing and sending numerous special bulletins and memos at additional special times. He also wrote major portions of our monthly business newsletter as well as contributed to our monthly health-related newsletter. In addition, Bob was consistently asked for ideas and written copy for new brochures, fliers and other forms of promotional literature and advertising that our company produced.

Bob was responsible for our "Marketing-on-Hold" activity, which amounted to writing and recording monthly specials and marketing/communication information on our toll-free order line. In addition, Bob is a photographer and took numerous group shots at training classes, photo's during award ceremonies, action shots for our newsletter, and many others. He traveled for the company and attended many regional sales meetings and national conventions where he not only fulfilled his role as a photographer, but also as a communications expert and company ambassador as well.

Another function that Bob fulfilled was spearheading our activity in the utilization of audio tapes and video tapes. He was responsible for collecting testimonials from the field, writing scripts, scheduling and recording at professional studios and on location, editing them, having them duplicated and implementing them into our marketing programs.

All things considered, I certainly wished he were still employed with our company. He is a great asset to any company, a joy to work with and is totally committed to the responsibilities given to him. I look forward to continuing my relationship with him as a friend and colleague for years to come. I am available at any time to answer any questions that you may have or that I may have provoked in this letter.

Sincerely,


J. Robert Lemon
President & Co-founder