

To Whom It May Concern:

I am writing this letter of reference for Sales Search, our exclusive recruiting service for the Partnership Producer Program during this past year.

Last year we approached Sales Search to explore the possibility of using their service to recruit entry level sales people for independent insurance agents participating in the Partnership Producer Program. We have used other recruiting firms, but we were never fully satisfied. The Program is designed to select and train only top performers for the property/casualty insurance industry. This is a tall order for any recruiter to fill. The recruitment process is critical because we are seeking only the top 20% of new college graduates. The search also requires interaction with our "Top Brass" agencies across the United States. These highly successful agencies operate independently of The St. Paul Companies. The recruiters at Sales Search were able to put together an action plan and address our requirements on short notice.

What makes their success in this program most impressive, is that they were able to work within the boundaries of a very narrow set of requirements. Qualified candidates must have at least a 3.0 GPA, possess an analytical background, and have a track record of leadership on campus. After fulfilling these requirements, the candidate must then complete a psychological profile. Only one of ten pre-screened candidates pass this test. Finding one candidate that meets all of the aforementioned requirements is challenging enough, but most of our agencies required that at least three qualifiers be identified for the interview process.

Our satisfaction with their results is manifested in the ultimate business compliment, "repeat business". We will continue to work with Sales Search and will expand the role they will play for us in the future.

Sincerely,

J. E. (Rusty) Turpin, CPCU
Sales and Marketing Officer

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The St. Paul Companies:
St. Paul Fire and Marine Insurance Company
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