



May 6, 2006

Lori Bomes
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Lori –

Good talking with you last week. Sorry we have not been able to see each other that much lately. I really enjoyed our discussions as I felt they dramatically effected our organization for the positive. I also wanted to let you know how important the hiring profiles have been for us. Since you introduced that program to Arthur Blank & Co. our selection process for new hires has dramatically improved.

The character of our personnel is so much better now then when I started at Arthur Blank & Co. 6 years ago. I also will tell you that I have learned through bitter experiences not to hire someone the profile recommends we not hire. When I have “gone against the grain” and ignored the profile’s recommendation I have regretted it. I have done it twice and in both cases it didn’t work out and when I looked back on their profiles the personality faults were right there in black and white. It was amazing how the profile had nailed the problem child.

I have learned my lesson and if they don’t “pass” the profile I don’t hire them. On the positive side my newest hire, Brian O’Donnell, who the profile highly recommended is an absolute joy to work with and he is showing good progress and is fitting in very well with the rest of the team.

Hope our paths cross soon. Best regards to Bob.

Sincerely,

Jake

Jake Jacobs
SVP - Sales

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