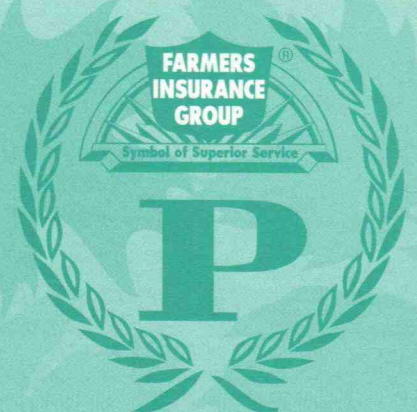




Personal Development Workshop

Time Management

Speaker: Jeff Davidson





FARMERS INSURANCE GROUP OF COMPANIES



This past year our company has made great strides in achieving our goal to be America's First Choice insurer. Our Farmersfuture strategy, which we introduced in 1996, has served as the blueprint to guide us, and our accomplishments to date are many. They are the accomplishments of a team, made up of individuals such as you. Your efforts are appreciated.

Our Management Development strategy clearly recognizes the importance of developing our people, both on a professional and personal level. With that in mind, Naomi and I look forward to joining you for this special one-day program of personal development seminars.

These seminars have been designed to help each attendee excel in his or her business and personal life. They will be led by recognized leaders in the areas of time management, motivation, wellness, leadership, relationships, personal investing and communication. Your seminar schedule will be tailored to your areas of interest and available upon your arrival at the Los Angeles Airport Hilton.

I think you will find your day enlightening and motivational.

Sincerely,

Martin D. Feinstein, CPCU, CLU, GCA
Chairman of the Board,
President and Chief Executive Officer

Leadership

Danny Cox, CPAE

Leadership When the Heat's On

Danny Cox spent ten years flying supersonic fighters as a test pilot and air show pilot. From that high flying career, he moved on to break records in one of the nation's largest sales companies. He again moved faster than the speed of sound to jump from salesman to vice president in four years. In that incredible climb he quadrupled records, led a team of 145 people and increased production an amazing 800 percent. He's now one of America's busiest speakers and author of two best-selling books, "Leadership When the Heat's On" and "Seize The Day." Join him as he shares his leadership techniques.



Time Management

Jeff Davidson

Breathing Space — Living and Working at a Comfortable Pace in a Sped-Up Society

After getting his MBA in only 16 months at the University of Connecticut, Jeff Davidson entered the field of management consulting. He is the founder and executive director of The Breathing Space Institute, a company dedicated to helping organizations and individuals operate at a comfortable pace while remaining competitive and profitable. Join him as he explains how proper time management can improve your quality of life.



Communication

Bert Decker

You've Got to Be Believed to be Heard

Bert Decker is a major figure in the communications field. Author of the best-selling books "You've Got To Be Believed To Be Heard" and "Creating Messages That Motivate," he has been featured in The Wall Street Journal, and on ABC's 20/20. A graduate of Yale, he is Chairman and Founder of Decker Communications, Inc., a national consulting and training company. He'll demonstrate how effective communication can help you excel.



Relationships

Mimi Donaldson

Negotiating Effective Relationships

How you negotiate relationships affects every aspect of your life. Learn how to make these relationships shine. Mimi Donaldson holds a Masters degree in Education from Columbia University and a Bachelors degree from the University of Iowa. In addition to

