



Presidents Council 2008



Our guest speakers



Tony Blair

Former Prime Minister of Great Britain and Northern Ireland

A charismatic, well-respected world leader, Tony Blair served as Prime Minister of Great Britain and Northern Ireland from May 1997 to June 2007. He also led his country's Labour Party (1994 to 2007) and served as the member of Parliament for Sedgefield, England (1983 to 2007). He was the Labour Party's longest-serving Prime Minister and the only leader to have taken the party to three consecutive general-election victories.

After stepping down as Prime Minister, Blair was appointed by the United Nations to serve as its Middle East Quartet Representative. The Quartet is made up of the United Nations, the European Union, the United States and Russia. He also currently advises the Zurich Group on "green" initiatives.

During his 10 years as Prime Minister, Blair embraced change, modernizing the image of his party and using the term "New Labour" to distinguish the party from its past.

He worked to transform Britain's public services through a program of investment and reform in schools and hospitals, resulting in more children achieving better school results and more people receiving faster access to health care.

A firm believer in protecting and strengthening the bond between the U.K. and the U.S., Blair was always a strong advocate of a values-based, activist and multilateralist foreign policy — an agenda that included the fight against terrorism, intervention in Iraq, Afghanistan, Kosovo and Sierra Leone, and action on such issues as climate change, global poverty and the Middle East peace process.

Blair is also widely credited for his contribution to the Northern Ireland peace process, and in particular for his role in brokering the Good Friday Agreement and delivering a power-sharing government.

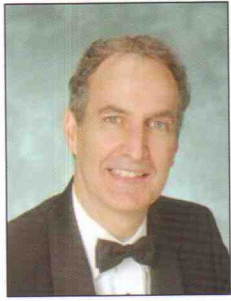
In short, he is a man with the courage to see the world as it is and the determination to find solutions for the most difficult problems facing us all, and we're privileged to have him join us at Presidents Council to share his thoughts on being a leader in times of change.



James D. Power IV

Senior Vice President and Strategic Advisor
J.D. Power and Associates

James D. Power is senior vice president and strategic advisor at J.D. Power and Associates, a global marketing information firm that conducts independent and unbiased surveys of customer satisfaction, product quality and buyer behavior. As the son of J. David Power III, the founder of J.D. Power and Associates, Mr. Power literally grew up with the business. He also co-authored the best-selling book, "SATISFACTION: How Every Great Company Listens to the Voice of the Customer."



Jeff Davidson

Breathing Space — Time Management to Create More Space and Time in Your Life

Jeff is an expert on balancing life and work. He has published more than 3,450 articles and 36 books, and earned the Certified Management Consultant (CMC) designation from the Institute of Management Consultants.

Marsha Petrie Sue

Diffusing Conflict to Improve Relationships at Work and at Home

Marsha is a champion of personal development, leadership, communications and managing change. An original, one-of-a-kind professional speaker and author, she challenges your beliefs while entertaining and enlightening you.



Rosemary Nightingale

Recipes and Remedies — Growing Herbs for Relaxation, Health, Fun and Flavor

Rosemary gives tips on growing, harvesting and using herbs from your garden or patio for cooking, healing or other household uses.

David Zach

An Owner's Guide to the Future — the Balance Between Change and Tradition

One of world's few professionally trained "futurists," Zach has worked with more than 1,200 associations, corporations and colleges, offering insights on the personal and professional impact of strategic trends.



Eddie Osterland

Power Entertaining — Picking the Right Wine for Any Occasion

With dynamic, state-of-the-art presentations showing practical insights on entertaining for business or pleasure, Eddie is a French-trained expert who will show you how to pick the perfect wine every time.

Our guest artists

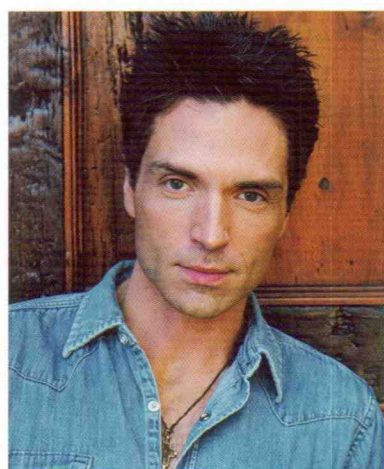


Kenny Loggins

A singer and songwriter blessed with a rich, distinctive voice, Kenny Loggins has enjoyed hit songs in four straight decades, a testament to his long-lasting appeal and impact.

Loggins first came to fame when he partnered with Jim Messina as the duo Loggins and Messina during the 1970s. After the pair split in 1976, Loggins enjoyed even greater success as a solo artist, expanding his musical range and his reputation as one of popular music's outstanding vocalists. He won two Grammy Awards, one for performing "This Is It" and one for co-writing "What A Fool Believes" with long-time friend Michael McDonald of the Doobie Brothers.

Loggins also became the king of movie theme songs during the 1980s, performing massive hits such as "I'm Alright" (from *Caddyshack*), "Footloose" (from *Footloose*) and "Danger Zone" (from *Top Gun*). He was also a member of the all-star group USA for Africa on the famine-relief fundraising single "We Are the World." Recent successes have included a pair of acclaimed albums for children and a reunion tour and album with former partner Jim Messina.



Richard Marx

Richard Marx is a talented singer and songwriter with a voice that can break hearts and writing talent that has helped him compose 13 No. 1 hit singles and sell more than 30 million records worldwide.

Marx began as a background singer for artists such as Madonna and Lionel Richie before finding his first success writing hit songs for such stars as Kenny Rogers and Chicago.

From there, Marx took the spotlight himself, releasing a string of hit songs from his first two solo albums, including "Don't Mean Nothing," "Should've Known Better," "Hold on to the Nights," "Satisfied" and "Right Here Waiting." Marx became the first solo artist to have his first seven singles hit the Top 5 on the U.S. music charts.

While continuing to create his own music, Marx has also worked as a writer and producer with some of the world's biggest recording artists, including Barry Manilow, Barbra Streisand, Olivia Newton-John, Sarah Brightman and Vince Gill. He won a Grammy in 2004 for "Dance with My Father," a song he co-wrote with Luther Vandross.

Welcome to Presidents Council 2008

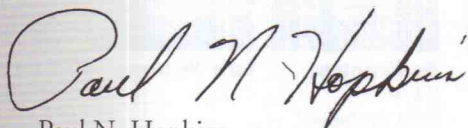
Congratulations on your selection to Presidents Council, the highest honor Farmers has to offer. You put in a lot of hard work to get here, and Kay and I look forward to meeting you in person during our stay here at the luxurious Bacara Resort and Spa.

I'm certainly proud of you — as I'm sure are your family, friends, colleagues and office staff. You're the ones the rest of our agents and district managers look to for leadership, guidance and inspiration. And you're the ones who stepped up to the plate in 2007 and delivered a home run. Thank you.

I've been to many Presidents Councils over the years, and each one has its own unique and special energy. I'm looking forward to another incredible adventure over the next few days, as we celebrate your success and work together to take this fine organization forward. The work we do at the Bacara will help accelerate our progress toward Farmers*future* 2010: Destination Greatness, and with your guidance I know we'll get to market leadership — and get there the Farmers Way.

As always, we have incredible entertainment and thought-provoking business sessions planned for you. Our general sessions will explore opportunities in a changing marketplace, our personal development seminars will offer you an opportunity to expand your horizons personally and professionally — and we have two very special guest speakers joining us as well. But most important, the Farmers leadership team will be looking to you for your input. After all, Presidents Council is designed to be an elite gathering of true advisers, and I know I can count on you to deliver.

Once again, congratulations on your accomplishment. I'm sure we're going to achieve a great deal together, and have a lot of fun at the same time.



Paul N. Hopkins
Chief Executive Officer

