



EAST TEXAS SAVINGS AND LOAN ASSOCIATION

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STUART CHESLEY
President

December 26, 1984

Mr. Peter Henthorn, President
Profit Motivators International
40 Linden
Boulder, Colorado 80302

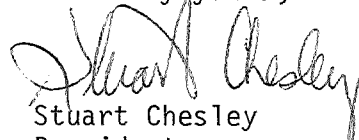
Dear Peter:

Our company has increased productivity in mortgage loan origination, mortgage loan servicing, accounting, teller operations, and many other departments by allowing John Lochner to make recommendations concerning increased efficiency.

John is a very sincere and caring person. His efforts and interests went beyond the expected in all areas. The overall results of his work are very obvious to all our people. As CEO I can say the greatest challenge is to face internal weaknesses in people. If a manager is not willing to deal with this subject he should not be a manager.

John can very quickly identify strengths and weaknesses in personnel and make recommendations for improvements. If a manager will listen to John he will be able to move forward in reducing operating expenses, increase income, and therefore, improve ROE and ROA.

Sincerely yours,


Stuart Chesley
President

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