

POLITICS
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SALES



FAMILY HOMES

MANUFACTURED HOUSING CENTER

145 S.E. 441 • Okeechobee, FL 33472

Phone: 813-763-1927

October 14, 1986

The Varsity Company
Division of Thomas Nelson
P.O. Box 141000
Nashville, Tennessee 37214

Dear Sonny,

It's been about seven years since I was in the book business, but that experience will be with me the rest of my life.

I remember my first contact with the Varsity Company as though it were yesterday. That day a gentleman by the name of Niel Long gave me the opportunity to sell and market books door-to-door. He told me that the experience would stay with me for life. As I now look back on those three summers, I realize that he was right.

Not only did that opportunity give me experience, but it also gave me the necessary tools to achieve my ongoing political career, a successful private business in real estate development, and a successful career in sales.

The main tool I learned was to never give up on a goal once a firm commitment had been made. Two examples of that are my candidacy for the Okeechobee County Commission and my candidacy for the Florida State Legislature. In my first race for county commissioner, I was defeated by 89 votes; the first ever in Okeechobee County. The second race involved "big bucks". My opponent spent \$125,000.00 and I spent \$25,000.00. We came within less than 10% of the total vote cast in that election.

In both my private business and my political career, the opportunity that I had to work for the Varsity Company has taught me the necessary tools to be successful. Thank you for that experience.

In closing, Sonny, I strongly urge any young person who would like to learn the essential keys for success to take that same opportunity that was offered to me seven years ago and join the winning team of the Varsity Company. Again, thank you very much.

Sincerely,

Jeff Bailey
Jeff Bailey