

March 14, 2007

To Whom It May Concern:

I fully support the work of Varsity Internship Program, because I saw the change in the life of Sam Moore, founder of this program.

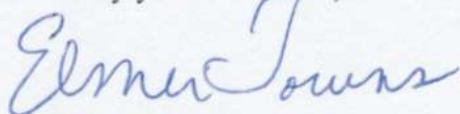
When I was at Columbia Bible College in 1951, a Mr. Hertel from Hertel Bible Publications came and spoke in chapel. Mr. Hertel offered to loan to any interested student enough money to buy ten of his \$29.50 Bibles. The student was to sell the Bibles door to door, and send \$19.50 to Mr. Hertel and the students keep \$10.00. At the time I was making \$.50 an hour cleaning chandeliers in a local chandelier shop.

When my roommate Sam Moore walked into our dorm room with ten Bibles, I thought he had been scammed. I thought Sam would be stuck with those Bibles and Mr. Hertel would send him a bill for those ten Bibles. The next Saturday Sam sold all of those Bibles and made \$100.00. He did this every Saturday and when he left Columbia Bible College, Sam eventually purchased Hertel Bible Publications. Then he purchased two or three other Bible companies, and eventually Thomas Nelson Publishing Company.

Sam took Thomas Nelson public and sold all of his shares in 2006 for approximately five hundred million dollars. He got his start selling Bibles door to door, but he got more than money from selling those Bibles; he learned to be an effective and successful businessman. He learned self discipline, and he developed a strong work ethic. But more importantly, Sam learned that God could use him when he set his mind to a goal, and worked to accomplish that goal.

Eventually Hertel Bible Publications became Varsity Internship Program. Therefore, I fully recommend Liberty University students to get involved in this program. I challenge Liberty students to do what Sam Moore has done and that is to become a success in life for Christ.

Sincerely yours in Christ,



Elmer L. Towns  
Vice President, Liberty University  
Dean, School of Religion