



Dear Name,

February 10, 2023

When I started this agency in 1988, I could've never envisioned where we would be 30 years later. I always believed that if I followed the "Golden Rule" and treated my customers as I wanted to be treated, that I could build a successful business focused on people. Customers like you are our why. I want to personally thank you for your business over the years.

As we all know and often forget, we aren't promised tomorrow. In the last 60 days, after a major truck accident and breaking my hip while on a cruise ship, I have become even more deeply aware of this. No one ever wants to announce bad news, but it is important to me that I be the one to share some news with you. With God's hands watching over me at the University of Miami Hospital for my hip replacement, doctors surprisingly found Stage 4 Metastatic Melanoma. Two years ago, this would've likely been a quick death sentence. Today, with brain surgery to remove tumors from the brain, that the doctors later found, and vastly improved immunotherapy options for melanoma, I do have an opportunity to beat the odds. The teams at Jewish Hospital and Cleveland Clinic are developing an individualized plan for my treatment and I believe that with God's help, my life can be extended if it is His will.

One of the worst things we can do to our body is stress, and reducing my stress has become one of my top priorities as I embark on the next steps for treatments. That brings me to the next point; what does this mean for Paul Hall & Associates Insurance? I am very proud of the team I already have in place to carry on the family atmosphere, excellent customer service and community involvement that drives our company. Throughout my years in insurance, I have had the opportunity to write many legacy plans, and our business was one of those.

Our team of owners leading the company forward while I pursue treatment are those individuals you already know. Senior Vice President of Operations, Linda Sawyers, has always been a fighter for our customers. She is my strongest business advocate after working with me for 25 years....she knows me well. Senior Vice President of Sales, Justin Holbrook, is in charge of constantly finding new products and carriers so that we can provide you with the best insurance options on the market. President, Caroline Hall Hennig, is in charge of keeping the owner team going in the right direction. CEO, Anna Hall Stroud, is the director of the day to day and will expand her role to planning for the future. Everyone says Anna is most like me, so this role fits her! Our newest owner, CFO Marcus Day, is in charge of all financials and "balances" out our team well. Alongside our other 30 plus employees, I am confident that this team will continue to provide the excellent service you have come to know from us moving forward.

I am not ready to ride off into the sunset just yet, and I treasure your prayers. Our team will continue to share updates on my treatment through a special Facebook Group linked on the Paul Hall & Associates Facebook page. Through this process, God has sent me more angels than I can count. I would love to put together a book about those and I would love to read your stories about when you knew God was present too. Share those in the Facebook Group. Thank you for your loyalty. Thank you for your prayers. Thank you for allowing me to serve you and our communities these last 30 years.

Sincerely,

Paul Hall