

February 21, 2013

Commissioner Paul Galanti  
Virginia Department of Veterans Services  
900 East Main Street  
Richmond, VA 23219  
Courtesy Copy to Deputy Commissioner Bill Janis



**David Shell**  
District General Agent

**Colonial Life & Accident  
Insurance Company**  
102-C MacTanly Place  
Staunton, VA 24401

RE: Request for Virginia Values Veterans Bronze Certification

Dear Commissioner Galanti,

Colonial Life hereby requests to enter the Virginia Values Veterans (V3) Certification Program. We have received the training required to execute a Veteran Talent Acquisition and Retention (Vet Pipeline) Program to meet our future hiring needs. We understand how we will continue to focus our hiring and retention efforts to specifically hire and retain Veterans.

We believe Veterans to include serving Guardsmen and Reservists will play an essential role in the recapitalization of our workforce and will be the future leaders of our business.

Colonial Life is a Voluntary Worksite Insurance Company with constant hiring requirements. Over the next year, Colonial Life expects to hire 100 new representatives during the period of March 2013 to December 2013 of which we intend to hire 20% Veterans. We also pledge to retain those employees for at least 1 year.

We know that Veterans possess the qualities we are looking for and know that these qualities listed below are the qualities of a highly successful agent in our business.

- Team Orientation
- Work Ethic
- Reliability
- Assertiveness
- Goal Orientation/Ambition
- Resilience
- Selflessness
- Openness to other cultures/races
- Creativity/innovation
- Flexibility

We are excited to do our part in the Commonwealth of Virginia to re-capitalize our workforce with Veterans thereby energizing Virginia's economy and being an example of how Virginia Values Veterans.

Attached is the V3 Certification documentation which I validate and authenticate.

Respectfully Submitted,

A handwritten signature in dark ink, appearing to be 'David Shell', written over a horizontal line.

David Shell  
District General Agent  
Colonial Life