

"Since we started working with Perception, our chapter has taken a fresh new approach to public relations. Working with Ben and his team has opened up a world of new opportunities for us with both the media and the community at large, including TV, print and radio spots, as well as with college and high school groups. Ben supplements the work of our volunteers by providing the chapter with access to his media outlets and contacts."

- *Barry Glassman, CFP President, FPA National Capital Chapter*

"Ben Lewis and Perception, Inc. 'hit a grand slam' with the Northeast Ohio chapter of the FPA this past September! Ben presented a half-day seminar titled, 'How to Hit a Home Run with the Media' to equip FPA members with the skills and knowledge needed to work successfully with the media. Ben's program was creative, energetic and completely relevant to our chapter's goal to be an MVP (most valuable player) on personal finance matters in our region. As a result of Perception's training, members represent the FPA more confident and competent when working with print and broadcast media, as well as with civic, non-profit and corporate centers of influence with which we are partnering to deliver pro bono services. In addition to the customized training program, Ben provided content for our chapter newsletter, information about specific media outlets in our area, and strategies on how to develop new media relationships. Ben's knowledge of the financial advisor industry makes him a unique resource for advisors and FPA chapters. Our chapter looks forward to continuing our relationship with Perception in the future."

- *Karin Stifler, CFP, Director of PR and Community Service, FPA Northeast Ohio Chapter*

"I wanted to take this opportunity to thank you for the tremendous assistance that you have given to our chapter. Your assistance during Financial Planning Week was especially effective. The interviews that you arranged for us with Fox Morning News and WUSA CBS 9 Morning News were very important to our chapter. Our participation in The Washington Post online forum and the presentations that we made at American University and Georgetown University allowed us to reach a new segment of the Washington market. In summary, you have exceeded our expectations in the six months that you have worked with our chapter. Thank you again for your assistance and guidance."

- *Bill Mundy, CFP, Director of Public Relations, FPA National Capital Chapter*

"Over the last year you have gotten me recognized and published in national media such as TIME, USA Today, Kiplinger's Personal Finance, The Boston Globe, and most importantly, CNBC with Sharon Epperson. On the local level you have created quite a buzz as well. Your contacts at WFAE, our local NPR network, The Charlotte Business Journal, and numerous TV stations have elevated my status as a tenured and trusted Financial Planner in my neighborhood of Charlotte, which now has over 1 million residents. Surely my new presence will continue to grow with your guidance and dedicated work."

"JHG Financial Advisors is off to a successful and profitable first half of 2004 and we will look for bigger and better things to come forth from the opportunities Perception brings us. That's the down side of being great at what you do; people will always expect more from you. Keep up the fantastic work!"

- *Judson Gee, President, JHG Financial Advisors, Charlotte, NC*