

# FROM THE OFFICE OF JOE DOKES, CLU

December 1, 2008

Memorandum: IMPORTANT- Effective 1/1/09

To: David Douglas Ford  
From: Joe Dokes, CLU  
Cc: Nancy Maline, Christina Pellett, Mary Milt Ford  
RE: Future planning

Dear Mr. Ford:

Let me begin by thanking you personally for your part in the effort these past thirty-three months and indeed thirty-three consecutive features of "From The Desk Of Joe Dokes, CLU." It's been a lot of fun for me and I like to think any laughs or lightheartedness that together we were able to inject into the insurance profession were well worth the effort.

Nor can I say that I ever even once tired at the numerous times people would ask me about the original idea for the various features and then always the nervous inquiry as to whether David Douglas Ford is a real person. "He has a website and everything," they would exclaim. What a riot! Naturally, I would always reply, "But of course he's real" because quite frankly, David, you are as real to me as anyone I have ever worked with in any way (though there *is* that ethereal quality about you that makes you so difficult to describe to others).

Then again, I have come to realize that doing a parody of the insurance profession can be rather tricky business. Some of the best ideas to be had come from real life marketing pieces and on occasion I had to alter them quite a bit just to protect the parties who had so earnestly sent them out for all to see. The old expression "You can't make this stuff up, folks" was never truer than when related to my parodies of the insurance business.

As matters now draw to a December close, I simply wanted to express my appreciation to so many who have allowed me to try something fun and yet still say some serious things that I believe need saying about this marvelous profession of selling insurance. I suppose I will always feel that if we can laugh at ourselves first, the truly unpleasant things which outsiders have to say about us won't have any lasting effect as we go about our sometimes daunting task of providing meaningful service and sound financial advice in the day-to-day.

So, stay in touch, David Douglas, and know that I would always entertain our collaborative effort again in the future, if just the right vehicle ever came along. (*That's right – if we actually got paid something!* 😊 )

Yours truly,

*Joe Dokes, CLU*

*PS. I think I'll leave both of our websites up for the time being so that the 33 episodes can continue to be downloaded in case anyone newly arriving to the feature cares to imbibe. Plus, let's face it, Mr. Ford, this whole routine of pretending you are actually a real person is a pretty funny bit!!! -JD,CLU*

*David Douglas Ford*