

H. Peter Hudson
50 Bennington Drive
Zionsville, IN 46077

June 4, 2002

Dr. Lloyd W. Benjamin III, President
Indiana State University
Terre Haute, IN 47809

Re: Center for Financial Services Excellence

Dear President Benjamin:

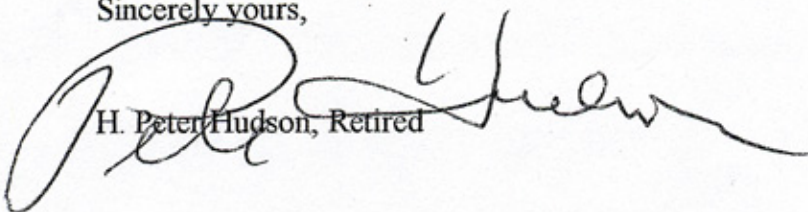
I take this means to enthusiastically applaud you and Indiana State University for the unexcelled vision reflected in the proposal for creating the Center for Financial Services Excellence. The concept, structure, content and scope envisioned is without precedent, but rife as respects need both for the Financial Services multifaceted Industry and Society.

During five and one-half years as Indiana Insurance Commissioner; one year as President of the National Association of Insurance Commissioners; five years on the NAIC Executive Committee; and the sixteen years I served as President, CEO and/or Chairman of a Property/Casualty Insurance Company, my most chronic lament was the absence of such a single non-industry vested/directed forum for unfettered discussion, research, education, application evaluation and modeling. Other policymakers, including State and National Legislators, constantly shared with me their lament and frustration as well.

As the ownership and operations lines between the various players in the Financial Services Industry have become more blurred, or non-existent, the challenge, the need for new approaches, and the sharing of reliable information with policymakers and industry participants has become even more dire. With its multiplicity of fragmented, redundant, often contradictory approaches to research, information dissemination, product distribution, policymaking initiatives, public policy interests, regulation, and other significant factors, the need for informed "reform" is great. Your vision can, in fact, cause that need to be filled because the minds to collectively bring about the better result are available and can be assembled in such an environment as you propose.

Much good can come. When the Financial Modernization Act (HR 10) was being debated in Congress, all factions of the industries affected (intra & inter) had for years been firmly planted at extreme opposite ends of the lobby effort. Twelve of us assembled the leadership of the four National Trade Groups representing the P/C Insurance Industry. Reasoning together around a common table, over a thirty day period (unbelievable) led to a policy of support which all signed and was shared with other finance trade groups—differences dissolved-- HR 10 was passed when just weeks before doom was assured by all. The Financial Services Industry needs help in embracing it to its ultimate benefit. Honorable people of good intention assembled around a common table, for the common good, can and will deliver, Your proposal offers that opportunity in a most uniquely positive way and will move Indiana State University to the head of the world class in this arena. I wish you well in your quest. You will find fertile soil for this endeavor.

Sincerely yours,


H. Peter Hudson, Retired