



First Financial Bank

Always Close to Home

May 1, 2009

Dear Sir or Madam:

It is my pleasure to provide a written recommendation to engage Bill Cobb to perform work for your institution.

Over the past 15 years, First Financial Corporation has engaged Mr. Cobb on four separate occasions to assist us in evaluating the staffing needs for our 35 largest banking centers. Bill has recently completed a project to update the results of our joint 2007 workforce management initiative. As a result of his efforts directing our internal project team, he and I were able to present the following results to our Bank President.

1. Working from staff/schedule recommendations submitted in 2007 with the help of software provided by a business partner, GMT, Bill could show that we have reduced 20 FTE's on the teller line and platform, a 7.5% reduction. Bill also identified additional teller and platform staffing opportunities during this updated study.
2. To help achieve the targeted reductions, The Bank followed Bill's recommended process to analyze each teller opening to decide the appropriate replacement strategy.
3. Bill provided detailed reports comparing teller productivity and sales performance to benchmark data provided by one of his business partners, Cornerstone Advisors.
4. He used 33 different sales metrics to provide internal platform benchmark results.
5. The Bank has increased our part/peak time population to almost 40% which has helped to provide a much more consistent customer service experience. Bill has also provided very useful tips on the recruitment and retention of our part timers to help keep our turnover rates well under peer averages.
6. Tellers have increased their per month transaction output by an average of over 100 transactions per teller.

Bill provided us a detailed proposal and delivered a high quality report that exactly matched his promised product.

The result we received allowed us to immediately implement changes that more than paid for the cost of the project and the long-term savings will add significant value to the Bank's bottom line.

Bill is very easy to work with and strived to more than meet our expectations at every stage of the project. He is very knowledgeable about bank staffing, scheduling, HR issues, and staffing models. He also has the unique ability to be able to talk technically with IT staff and "in plain English" when addressing non-technical people.

Should our institution need assistance with this type of project in the future, Bill will be the first person I will call.

I highly recommend him as a consultant. If I can provide any feedback directly, please feel free to call me at 812.238.6419.

Very truly yours,



Karen L. Milienu, SPHR
Vice President, Director of Human Resources
First Financial Corporation