



February 20, 2015

The Honorable Nikki Haley
Governor of South Carolina
1205 Pendleton St
Columbia SC, 29201

Dear Gov. Haley,

I'm sure you received many congratulatory letters regarding your inclusion in the Columbia Business Monthly Fifty Most Influential People for 2014. I thought about that and wondered about the word "influence". There was an article in Forbes back in 2013 from a gentleman named Kevin Kruse and he made a statement that I thought was interesting. He was addressing leadership but his definition of leadership was a person who exerted social influence maximizing the efforts of others towards the achievement of a goal. I was curious about that "social influence".

As I looked further into social influence I came across another definition that said that social influence are the actions, reactions and thoughts of an individual influencing other people or groups and typically represented by peer pressure, persuasion, marketing, sales, and conformity.

By any definition, you certainly meet the definition of influencing the actions, reactions and thoughts of others. While there are many ways to influence the actions of another there are none more powerful than to influence thinking.

Thank you so much for the influence you've had on Columbia and on me and I wish you blessings.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Wheeler", is written over a white background.

Jeff Wheeler
Vice President for Institutional Advancement

To Know Him and to Make Him Known