



February 8, 2008

Watco Team:

Last Sunday, football fans all over the world watched the New York Giants pull off one of the biggest upsets in Super Bowl history by defeating the New England Patriots by a score of 17 -14. The Giants were big underdogs and very few thought they had a fighting chance of derailing the Patriots quest to become the first team in more than 30 years to make it through the season undefeated. But they did it because they believed in themselves and no matter what they knew they were going to do whatever it took to win.

Before the game, the Giants showed their belief in ultimate victory and their determination to achieve it, as a united team, in several interesting ways. Some were typical, like predictions and guarantees by certain Giant players that they would prevail. One of their best players, Plaxico Burress, was scoffed at for predicting a Giants' win 23 to 17 because no one in their right mind believed the Patriots would only score 17 points.

In other ways the Giants did some unorthodox things that made many observers think they were either arrogant braggarts or just plain ignorant about the talent of the team they were facing. When they showed up in Phoenix, they as a team decided to wear black suits and when asked why, they informed the world it was in honor of the death of the New England Patriots dynasty that was about to happen on the field. The Giants Coach Tom Coughlin, sometimes maligned for pushing his players too hard, prepared his team for the game by simply saying it was his hope and prayer that his players would have the privilege of experiencing the feeling of being the World Champions, which next to the feelings one gets for one's family is arguably the best feeling you can possibly have. When it was all said and done the Giants showed the world through their actions and their belief in each other that they had made a permanent place for themselves in football legend by vanquishing a foe that few believed could be beaten.

Our Watco team has the opportunity everyday to continue to show the world of our Customers and potential Customers how we come together to improve our performance for them and our company. The way we measure our wins is not as glamorous nor will be celebrated as long as the Giants win, but it is much more important to our Customers and our families in the long run. The Watco team must always remain united to insure that all parts of our great company are performing at the highest level possible and is ready to win any challenge we face, no matter the odds. By always believing in each other and in what we are doing, together, Watco will continue to be successful and will continue to experience new levels of victory for many years to come. I, like Coach Coughlin,

have only one wish for the Watco team. That is that we all continue to enjoy the feeling that comes from satisfying our Customers and improving our financial performance for the next 37 years.

Let's go out and win a Super Bowl for our Customers everyday.

*Rich*