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Team:

There are two questions we should always be asking ourselves: What business are we in? And what assets do we really need to be in that business?

Once we have answered those basic questions, we should then create a “dirty laundry” list of the assets that do not add strategic value and then formulate a plan to divest or divert from these assets that do not improve our bottom line. Once we have accomplished this we will free ourselves from having to manage them, from having to worry about them and from having to maintain them. We can free up the cash and re-invest that cash in things that again add value.

If one has under utilized assets, and we all do, I believe that there can only be two reasons. One--it must make us feel good because it's not making us money, or two, we are simply not focused on everything that we should be. Why should we be so diligent in reducing our unneeded and under utilized assets? Because in doing so we can discover our company's “hidden” bank, a bank that is full of potential dollars that could be generated from assets that are costing, not creating. It a “bank” because of its inherent cash value and the rates are great, they cost us nothing.

This sounds simple, but generally it's that seemly simple stuff in our fast paced world that can easily get over looked. Make no mistake; good business practice is mainly common sense. It is not complicated. Like the football basics of blocking and tackling, there are a few simple things that we should do on a consistent basis with relentless follow up and this is one of those basic things that will yield incredible results.

Lets all set a goal to continually reduce our under utilized assets and provide the leadership examples that reinforce and focuses on that goal by holding everyone accountable with great tenacity to achieve that goal

Make it a great week ...or not. The choice is always ours

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