



November 5, 2008

Watco Team:

I was looking for a landscaping product the other day in a big box retailer but couldn't find it so I decided to ask for some assistance. I was outside in the lawn and garden area so I looked around to find the nearest store associate to ask where I might find the item in question. As I approached him, I noticed he appeared to be concentrating on what he was doing and didn't look like he wanted to be interrupted. But since I needed assistance in finding the product and I didn't think my request would be too disruptive to him I asked if he could point me in the right direction. The answer I received was simple and very disappointing. He said, "Sure, you can find it inside the store." I then asked if he could be more specific and he said, "Right through those doors."

As I walked away I thought immediately about how the Watco Team needs to continually improve how we take care of our Customers by giving them accurate and timely information so they can perform their jobs more productively. We must always remember it is not how *we* believe we are doing for our Customers, but how *our Customers* believe we are doing. In order to know we are achieving one of our key Foundation Principles, "Improving Customer Satisfaction with our Service", we must take the time to listen, understand and deliver the service that our Customers expect. The decision on whether our service is satisfactory is not ours to make, it is our Customers.

I did see and hear a lot of Customers who said they were very satisfied with our service at our annual Customer Appreciation event held in Pittsburg last week. We had close to 200 Customers in attendance and the Watco Team made sure all were satisfied. It was a great event and one that allowed us to spend time listening and understanding what we need to do to improve for our Customers that attended.

I want to thank all of the Watco Team who work to improve our Customers' Satisfaction. Always remember to keep taking care of our Customers, because if we don't someone else will.

Keep making great things happen.

*Rich*