



July 31, 2009

Watco Team,

This week in continuing to focus on Coach Wooden's "Pyramid of Success" I'll introduce Building Block #10 – Condition. For review, the previous Building Blocks were:

- #1 - Industriousness and Planning
- #2 - Enthusiasm
- #3 – Friendship
- #4 – Cooperation
- #5 - Loyalty
- #6 – Self-control
- #7 – Alertness
- #8 – Initiative
- #9 – Intentness


Condition, according to Coach Wooden, refers to the mental, moral, physical and spiritual condition to be the best we can be. Conditioning in other words, is a state of preparedness for a specific purpose. This applies not just to athletes but to all situations in life whether as a husband, a wife, a parent or in our profession.

Regardless of the purpose, the first step to conditioning is a commitment to do what it takes to becoming our best. The second step follows the first and that is mental conditioning. Mental conditioning is a blend of attitude and fortitude that begins with a belief and overriding desire to achieve the end result. Fortitude flows from attitude and is the strength of mind that enables a person to encounter pain and adversity with courage. Mental conditioning and preparedness provide the confidence and courage to kick a game winning field goal or make a basket in the waning seconds. It is what drives us to constantly strive through concentrated practice to improve our skills. It is what drives us to challenge ourselves beyond our comfort zone in an effort to stretch our abilities beyond our own limits. To be our best means that we are willing to sacrifice everything else and to center our lives on the accomplishment of our goals. We must moderate our lifestyles and avoid dissipating our focus from this central purpose.

In a nutshell, it is having a "winner's attitude."

It's a real pleasure to visit and see operations where our People have a pervasive winner's attitude. In every case, the winner's attitude manifests from the leaders and is evident in the quality of performance. But it also manifests itself in the cleanliness, order and physical quality of the operation or shop, the enthusiasm that exists among the People and the desire and pride that People take to do a great job. Where this attitude is lacking we find People who are going through the motions and simply do not care about their performance or results.

In these difficult economic times we should be proud and thankful that we are part of a Company which constantly strives to grow, improve and create opportunities for our People. There are plenty of good People on the unemployment line that would appreciate and jump at the chance to be in our position. To continue our success requires that each of us take responsibility for ourselves and for others to ensure that as a team we have the mental conditioning to be our best every day.

A handwritten signature in black ink, appearing to read "T. Stone". The signature is written in a cursive style with a prominent horizontal stroke at the top.