



January 30, 2009

Watco Team:

Do you ever catch yourself saying you wished you would have done something different in the past? While some reflection on our past and the mistakes we've made, or "wish I would ofs" can be a source of learning and improvement, taking it to the point of despair and regret is obviously destructive.

I've recently started a new book titled "Coach Wooden's Pyramid of Success" by John Wooden. In case you aren't a basketball fan, John Wooden is the legendary coach of the UCLA Bruins, who in his career, won 665 games in 27 seasons and 10 NCAA titles during his last 12 seasons, including 7 in a row from 1967 to 1973. Coach Wooden was inducted into the Basketball Hall of Fame as both a player and coach. His awards and recognitions are too numerous to enumerate for this article but a complete biography of Coach Wooden is readily available in book stores.

In his book, Coach Wooden summarizes his definition of success in the form of the following poem:

At God's footstool to confess,  
A poor soul knelt and bowed his head.  
"I failed," he cried.  
The Master said, "Thou didst thy best, that is success."

According to Coach Wooden, trying to compare ourselves to others is irrelevant as each of us is unique in our genetic make up as well as the environments and circumstances within which we are placed. True success, according to the legendary coach, is a peace of mind in knowing that each day we've done our best to become the best we are capable of becoming. Within this framework, we are the only ones who can judge our success. Obviously this needs to be an honest assessment, but in the end, we are truly the only ones who can improve ourselves by attending to the traits and skills that are important to achieving success. Much in the same way that we learned about leadership through Coach Lombardi, my future weekly messages will focus on the teachings of Coach Wooden as defined by his pyramid of success.

Watco Companies is blessed with many great People and we truly appreciate all of your dedication and hard work towards achieving the cause of our Foundation Principles; Achieving Customer Satisfaction, Safety, and Profitability over the Long Term.

Thank you once again and have a great day and week.

A handwritten signature in black ink, appearing to read "J. D. [unclear]".