



July 24, 2010

Watco Team:

Watco is a company that has always been based on the belief that what is good for our Customers over the long term is good for us. At times that is difficult to understand because to deliver outstanding Customer service we quite often have to get out of our comfort zone to find new ways to satisfy our Customers' changing market demands. To us, Customer does not mean an outsider who pays us to provide a service. Our Customer represents a way for us to have the privilege of staying in business, to earn a good living, to shelter, clothe and feed our family and to work hard every day to have an even better tomorrow.

We don't produce or build anything a Customer has to buy. What we do however, is provide a service based on a relationship with honesty, loyalty and a promise to always provide the best value when compared to others. You may think this only applies to external Customers, but if you do, you are wrong. Our internal Customers, the people we work beside every day, deserve to be treated with the same honesty, loyalty and quality as paying Customers. Having a helpful, positive, Customer service driven attitude is necessary in order to change and improve for our Customers.

Our goal is to have Watco be the first thing people think of when they think of outstanding Customer Service. We need to stand-out for this reason. Watco must be known as a company where Customer Service is not just a department. So always remember everything you do is a Customer Service opportunity. Never miss a chance to tell your Customer how much you appreciate all they do for us. Thank them for helping to take care of our families and to give us the chance for a successful career. After you thank them then ask a simple question, "How can we serve you better?" They will always tell you how to improve and grow. You just have to listen to their message and then have the courage and determination to act on their guidance. Never forget, if you don't, someone else will.

Keep making great things happen.

*Rich*