

Dear

You'll notice that in the envelope that came with this note, I've enclosed a folded card entitled The ABC Way. I'm particularly proud of this document, as it's the most complete description we've ever written of the practices and principles that form the foundation of our unique culture.

The 30 "Fundamentals" that make up the ABC Way describe how we want to run our business – the way we treat our clients, the way we work with each other, and even the way we relate to our vendors and suppliers. They're who we are and they're what drive our success.

I'd like you to take the time to familiarize yourself with these Fundamentals before our meeting on the 17th. We'll be spending a good bit of time discussing them when we're all together, and they're going to become a part of our daily conversations moving forward.

Looking forward to being with you Thursday.

Warmly,

David