

To all employees:

It's been almost a year since we first rolled out the ABC Way and I've been pleased to see how we've each taken on learning and practicing our Fundamentals each week. Working on our culture is one of the most important opportunities we have to separate ourselves from the competition and become a truly world-class company.

I'm excited to say that beginning this week, we'll be taking the next step in deepening our practice of the Fundamentals. It's called eMinder and it'll take less than 3 minutes each week - but over time, it'll make a big difference. Here's what to expect:

- Each Wednesday, you'll receive an e-mail that contains a short scenario related to the week's Fundamental, asking you one simple multiple choice question.
- You'll click on the link for the answer you think is best.
- Immediately following your response to the question, you'll receive an e-mail with feedback based on your answer.

It's that simple.

As simple as it is, I do expect everyone to answer the question each week. If you haven't answered it, you'll receive two reminders before the week is over. At the end of each week, a report will be generated showing the results for the week and for the year. I'll be curious to see which department gets the highest scores!

Thanks for your continued commitment to helping make our culture a truly high-performing one.

David