

**A Message from the CEO**  
**Uncertainty and Doing Your Best**  
**Q3'2011**

If you are like me, you probably feel compelled to spend more time than you would like to keeping up with the latest news online, on TV, or in newspapers and magazines. With the existing uncertainty over the economy and jobs, however, it can all become overwhelming, can't it? I know I often feel that way. Media overload makes me want to set aside the iPhone, turn off CNN, and dump The Wall Street Journal and Economist in the recycling bin.

This economic uncertainty is weighing us down. Just when there seems to be some glimmer of hope of a turnaround, out comes another set of negative reports on job growth, poverty, or volatility in the stock market.

Earlier today, in a quieter moment, I was thinking about what our world feels like right now. Numerous thoughts came to mind, including what it was like growing up in what seemed like a much simpler time. I was raised to believe that if you had a job it was your responsibility to do a great job. In any case, if a job is worth doing, it is worth doing well. When you did, hopefully it would be rewarded with continued work, plus raises and bonuses when appropriate. Sure there were exceptions but that was the mindset, anyway.

I was also raised to believe – and I still do – that competition is a good thing. Remember I am from the era of Coach Vince Lombardi, who of course is famous for saying, “Winning isn’t everything, it’s the only thing.” I understand that competitive spirit, but I have since come to believe that the best competition of all is with yourself. Honestly, it is so much healthier than competing with others.

Can you do better today than you did yesterday – and even better tomorrow? That is your challenge. When asked about “giving it his all,” Green Bay Packer quarterback Aaron Rodgers said you have to do your best *all* the time since “you never know when your best will be needed.” So, with that in mind, I have come to believe that it is our drive to compete with ourselves and to *be* our best that indeed leads us to *do* our best – always.

In today’s world there is so much beyond our control – such as the lingering uncertainty over the economy and jobs. I suppose the lesson here is to control what you can: remain positive, keep moving forward, and challenge yourself to be the best you can every day.

After all, when you are competing against yourself you can't be a sore loser!



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