

LEADERS

Few companies have ever been thought of as being gentlemanly and nice.

Even though there are some wonderful exceptions, these days, with all that has been going on in the press and with regulatory agencies, corporations seem to be thought of as big and arrogant, with some having questionable ethics. The dishonest reputations of some even include the companies' leaders. And responsibility starts at the top!

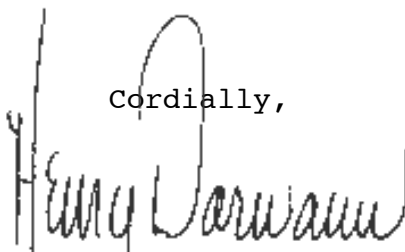
Without large businesses, you can imagine what would happen to the world's economy. So, how can this feeling be overcome? How can business leaders better change the people's perception, including that of the investing public?

Industry associations don't seem to be successful in getting the message across. Is it up to each company? Is it up to the CEO and the COO?

Have you any ideas that might be helpful?

Please let us know.

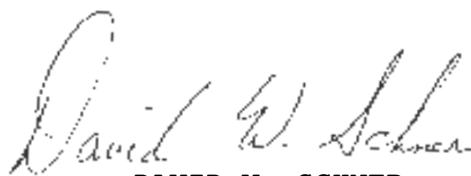
Cordially,



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