

President's Speech - Bullet Version  
2011 United Way Campaign  
Site: Global Headquarters

Greeting - Acknowledge audience warmly  
good fortune and ours is due to people like you as evidenced by new

- facility
- Lee Iacocca quote: Business enterprises can be reduced to three words: people, product and profits. The first is people.
- Assume your agreement that people are important—all this would not be possible otherwise so congratulations and thank you
- Indeed, my discussion today is about people

Today, I want to talk to you about United Way of the Twin Cities, and why we should support it.

The four points that support my belief:

- 1 - Growing need in community
- 2 - United Way is effective and efficient
- 3 - Gifts used locally
- 4 - Company match

Point 1 - Growing Need

United Way building blocks to better life—need is growing  
Basic Needs, Education and Health

Basic Needs Block - Food

People are hungry and the problem is growing

- Our food shelves are struggling to meet demand—area increased 39% compared to last year—increase was more than 50%
- 50% of food shelf recipients are vulnerable
- Over half of Minnesota families do not have enough to make ends meet

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Good morning!

It is my privilege to be here with you today...at the site of our new global headquarters...to kick off our 2011 United Way campaign.

When I drove to the campus this morning, and looked at this beautiful facility, and entered this room, I thought about how lucky we are...and what an enviable position we are in. We all have jobs, we are all doing reasonably well, and our company is prospering. True. [pause] But my thoughts then leapt to how we got here—and it's not luck. It's you. [pause]

It's your ideas, your hard work, your loyalty, your dedication, your perseverance, and often times, your sense of humor that have brought us to where we are today.

Some of you may remember Lee Iacocca, former Chairman of Chrysler, who said, "In the end, all business operations can be reduced to three words: people, product, and profits. People come first." I suspect maybe, somebody at Chrysler forgot about people after Lee Iacocca left.

Yet, I believe you share my opinion...that people are important. [pause] Otherwise we would not have made it through the tough times of 2009—as well as other lean years...and be standing here today, in front of this newly refurbished facility...a facility that will help accommodate our growth...and our good fortune. And that's why it's a privilege to be here with you this morning, because without you, all of this [two-hand gesture upward] would not be possible. And I'd like to take this opportunity to congratulate you...and to thank you. [pause]

As you may have guessed, people are the subject of my discussion. Today, I want to talk to you about the Greater Twin Cities United Way, and why I believe we should support it.

There are four points I will discuss that help support my belief:

- 1 - Not everyone is as fortunate as we are, and the need for our help is growing
- 2 - United Way of the Twin Cities is an effective and efficient charity
- 3 - All the money we give to United Way, is used locally, in our community
- 4 - The company will match every contribution we give to United Way, dollar for dollar

Let's take a brief look at each of these points, starting with the need.

[pause]

## Executive Speeches