

A Christmas Message from the CEO

A corporate goodwill flash by Sonia Ramos Rossi

Good evening to everyone.

I am happy to be able to say these few words to you all at this special time of year.

Christmas is the time when we look back on everything that we have achieved over the past year and we recuperate our strength to deal with the challenges of the coming months.

The past year has been a time of contrasts. On one hand we have made record profits.

PAUSE FOR APPLAUSE

Just look at the smile on my face! Seriously, good people, it has been a first class effort.

On the other hand it has been a trying time for our organization. Many of you have sacrificed much in the name of progress. You know that this company could not be what it is without that sacrifice. In the name of the Board of Directors, I thank you, especially those who have made the extreme sacrifice. It has not been in vain.

To give you one example, the Vice-President has been able to buy a holiday home in Barbados this year, and, on a personal note, I would like to let you know how happy I am that my personal portfolio exceeded five million for the first time last month. Thanks to you all.

The VP of Marketing has also asked me to pass on her thanks that she has been able to pay tuition fees for three of her children at Harvard. They will be the leaders of the future, the executives, the people who will tell your grown-up children what to do. What a wonderful future we are building for them! And all of this is due to your effort. We thank you.

This is a time when we think especially of our families and spend more time with them during the holidays. I would like to propose a toast to all of you from your [INSERT COMPANY NAME HERE] family.

For those present who have lost family members in the course of duty this year, I'm very sorry about that. Very sorry indeed. You should be aware that all of them were buried under the company flag, while a respectful rendition of the company song was played, and a special subsidized headstone with company logo and epitaph was available for all. The company epitaph for last year was "He did not die in vain". For next year there will be two options, either "He died to make [INSERT COMPANY NAME HERE] a better place", or "He died because he believed in [INSERT COMPANY NAME HERE]".

But anyway, life goes on! God bless [INSERT COMPANY NAME HERE]!

MAKE THE TOAST HERE

Enjoy your meal, and enjoy these Christmas holidays. As a special gesture the company has bought presents for all your children. Toy guns for the boys and Barbie dolls for the girls. They will be distributed after dinner.

So, Happy Holidays! Eat well and rest yourselves, because in 2006 there will be many new tests for us to face together, successfully!

And I do mean successfully, because, as you may already know, the company will unfortunately have to let go of twenty percent of the workforce during next year. So there really is no room for failure for any of you. Just so you know.

Now, let's sing the company song.

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