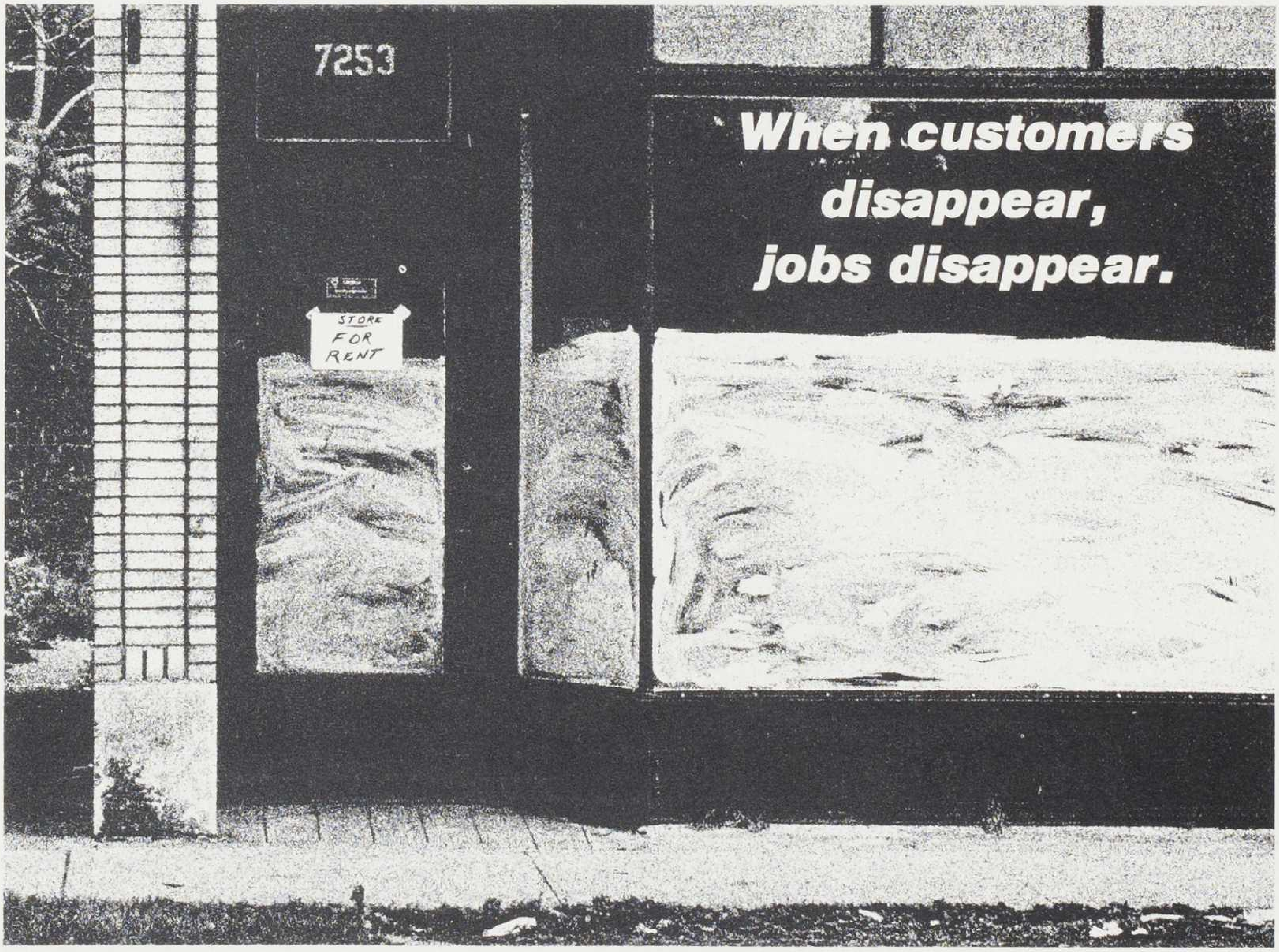

FACT:

working hand in hand to keep customers is the best way to keep jobs.

There are few things that Americans want more than a "good job." But few realize who it is that employs them — who actually creates their job.

The employer or "boss" is only a business manager. It is the *customer* who creates employment by buying the goods and services a company offers.

If a firm produces something customers want — at prices customers will pay — its employees will keep their jobs. But if the firm produces something customers do not want — such as a product that gets out of order because of defective workmanship, or a service that is neither prompt nor courteous — customers will stop buying and employees will lose their jobs.

Often a product is highly appealing, in and of itself, but costs more than customers will pay. Sometimes it's because the company's tools of production are old and inefficient. Sometimes wages and salaries have been forced above free market rates. Or sometimes we're not working as hard or smart as we should. Whatever the reason, if customers feel the product is over-priced, customers — and jobs — will disappear.

Winning and keeping customers is a partnership challenge and can only be met when management and employees work together in a spirit of mutual understanding.

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