

JUST A QUICK THOUGHT FROM NAAFA!

From the 1/10/08 Compass Today, article
"Transforming the Way American Family does Business"

On January 8th through the 9th, American Family held a leadership conference of the "company's 160-some directors and officers" to discuss how the company was going to take over USA in becoming the **number one company in customer satisfaction**. In the 5th paragraph, Jack Salzwedel, president and chief operating officer, states,
"It's important to remember that in order to fund our new customer satisfaction investments, we need to be looking at current operations to find efficiencies."

Hello!!!..... 160-some directors and officers.... I have an idea on how to cut expenses! Perhaps giving out pink slips at the meeting might have been sufficient to fund the new program for years to come!