

Need For Strategic Insight, Courage and Leadership in Industry & Politics:

A Letter from Warren Young, President & CEO

Frustration has continued to rise since the debate in Washington over the national debt ceiling causing many of us to question our elected politicians' strategic insight, courage and leadership.

As business leaders, it might be fair to ask ourselves a similar question. Have we had the strategic insight, courage and leadership to address the issues facing our industry today? Have we taken on the difficult task of evolving to meet current market needs or have we simply relied on past successes in hopes of reaping similar results in the future?

In today's world, business leaders like politicians have to continually innovate, strategize and lead. This can be challenging. It requires thoughtful evaluation in addition to a strong ability to listen to market needs and concerns. And, it demands the courage to act upon market information.

Nearly a year ago, Acme created a strategic taskforce to take a hard look at our business. We talked to our customers, evaluated our business model, and identified changes in market demand. After months of hard work, we introduced our unique value promise and market positioning -- ***Beyond Precision***. With our value promise universally understood, we recommended fundamental changes to our business approach in order to better communicate our competitive advantage.

Today, we are fully engaged in the execution of our strategic direction. Our customers recognize that Acme provides solutions that go ***Beyond Precision*** and readily understand that it is a differentiator to other suppliers that only have the basic service offering of precision parts.

Acme's success started with a willingness to gain new strategic insights about our industry, followed by the courage and leadership needed to affect a noticeable upswing in business. Perhaps our politicians should ask themselves if they are taking the necessary and proactive steps to create positive results or simply sitting back as business as usual becomes a distant concept.