



February 23, 2009

OPEN LETTER TO PRESIDENT BARACK OBAMA

Dear Mr. President:

Understanding that your plate is quite full, this note will be short and to the point.

With all due respect, the issues we face will likely be more difficult to hurdle if we continue to have such negative commentary coming from the politicians we have voted into power. Simple though it may seem, if the mass population keeps hearing "crisis", "catastrophe" and "dire consequences", then all those on your team should recognize the tasks at hand will only become more of a burden.

Please note we are now witnessing a series of self-fulfilling prophecies. From the top of corporate America down, we have "bought into" how bad it is out there. Hence, we are doing all the things one would do if at risk. The actions, though seeming prudent, are brewing a storm that likely causes more use of the same words above. Hence, a vicious cycle sets in.

Many research studies have shown the crowd tends to assume that events from the most recent past will repeat well into the future, sometimes, in our minds, forever. History shows we are pretty consistent. When things are good, we think they will always be good. The better they get, the less we see risk, i.e., tech stocks in early 2000, real estate in late 2005 and even crude oil last summer. The higher the level of frenzied demand, the more we want to be involved....and the news input feeds us all.

On the other hand, when it is bad, it is bad forever, for as far as the eye can see, with no relief in sight or even the confluence of events that might be perceived as possibly bringing forth same. The world is black, the news is dark and our mind ONLY sees things that support this fear, further embedding it into our brains. All we "see" is risk.

This understanding of mass psychology is vital and can be used for the benefit of all concerned—NOW.

Mr. President, the only thing that breaks that downward cycle is someone in power standing up and deciding to break it. First, with explanations which do not include the peppering of terms noted. Second, significant actions are implemented even if some find that difficult. Third, an open and public level of confidence from those in power on down, spreads just as rapidly as the wave of fear has embraced all now.

These self-fulfilling issues work both ways. The stream of negative comments coming from Washington leads to only one direction...belief in that negative, right or wrong.

Thank you Mr. President. As in previous letters to you, I would be honored to help wherever your team feels I can.

Respectfully,

Michael Williams

CEO