

COMMITMENT

Pat and I had dinner this past Thanksgiving with Donna, her family, and a few other friends. It was the second time we have accepted Donna's invitation to join them, although she has asked us to come every year since our house was built here on Amelia Island.

Why am I telling you this? Because Donna was our builder. And she built the houses for other families in the neighborhood who were also guests at the dinner. It strikes me as something special that we all continue to maintain such a good relationship with her family. The reason is simple. Donna is a talented builder, and she is totally committed to her homeowners. She is also involved in the local community and is widely recognized for her commitment to excellence and her willingness to serve others.

In today's world, some corporations make headlines in the news media because of their upper management ripping off employees, stockholders, and customers. Donna took a different approach and, as a result, has become highly successful and respected over a relatively short period of time. She has done it because she is committed to hard work and stands behind her product. On a smaller scale, her business principles reflect those of the companies that support the Potash & Phosphate Institute (PPI).

The Institute, now in its 68th year, is recognized worldwide for its excellence and integrity in scientific agronomic market development. Although it has been supported all these years by fertilizer companies, it stands as a highly respected organization that provides unbiased scientific information to agriculture.

The Institute's member companies are competitors, each working for market share and decent profits. Individually and collectively they are respected industry leaders. A common bond and a measure of their commitment to customers is their support of PPI. Through good and bad times alike, they have stood firm in that support. Adjustments have been made to accommodate existing economic environments, but the commitment has endured for 68 years and continues.

Commitment to excellence characterizes Donna's company and each of the PPI members. They all deserve a tip of the hat for the contributions they make to their respective industries and to local and world society as well.



**BETTER
CROPS**
WITH PLANT FOOD

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