



# HERE'S LIFE INNER CITY BAKERSFIELD

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September 9, 2003

Glen Aubrey  
Creative Team Resources Group  
553 N. Magnolia Ave.  
El Cajon, CA 92020-3608

Dear Glen and Staff,

Thank you for investing in our lives for the past year. Glen, your insight has enabled me (us) to see that though we were very busy, we were not nearly as effective as we could have been. Your teachings and one-on-one interaction with me and my staff have focused our attention and resources. We agree with your premise that **people are more important than production**. We have come to see that when we invest properly in people that they in turn become much more productive.

One of our staff, Ray, has been rejuvenated by learning the CORE TEAM concept. He, along with the rest of our staff, is implementing the training. We all have become more selective into whom and what activities we will commit ourselves.

Through your guidance we have developed a corporate identity!

- We have articulated **values** that we as a team cherish deeply.
- Our **vision statement** is clear and succinct.
- From our values and vision statements we have developed a **mission statement** that accurately portrays what we do and how we do it. We have a clear baseline from which to make decisions as to what we will or will not invest our limited personnel and resources.
- We all are sharing the same vision and mission statements with our clients. We are truly functioning as a team with common values, vision & mission!

My staff and our clients are grateful for how you have impacted our lives. Continue the great work!

Sincerely,

Ken Frech,  
City Director