**Munn Speech [No. 15921]**

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Remarks by Mr. James Munn kicking off the annual sales meeting of ATN’s Manufacturers Representatives.

good [afternoon/evening], ladies and gentlemen . . .

my name’s jim munn, and as some of you might know, i’m president of the company. So let me “officially” welcome you all and thank you most sincerely for being here.

i’m in the enviable position of being able to kick off this year’s sales meeting with a pretty positive end-of-year review of our performance in 2016, and with an even rosier outlook for 2017 — both of which facts are in no small measure due to the energy, loyalty, and expertise all of you bring to your jobs every day. you folks “carry” us in every sense of the word, and we’re enormous grateful to you for partnering with us.

now of course, 2016 didn’t start ***off*** all that well, as many of you’ll no doubt remember. we screwed up big time on delivery of the ***obsidian 2 core*** line, and instead of getting these products out by month 2 of quarter 1, we didn’t even *start* shipping til june. by then, back-orders were so stacked up that it took us almost til the end of this year to finally catch up. i’ve been told, however, that you’ve all now finally got your sample units, correct . . . ?

anyway, i know that this is kinda like the horse and the barn door thing, but i want you to know that we’re very well aware that *our* failures had a huge negative impact on *your* earnings, and for this, I’m very, very sorry.

i know that problems that were totally beyond your control might well have tarnished the preci-ous credibility you’ve built up with your customers over the years, and I’m very sorry for this, too.

But although i know that you’d have every reason to question our company’s ability to keep its promis-es, I pray that you won’t do this. for while i can’t change the past, I ***can*** assure you ***absolutely*** of two things in the future:

first, i can assure you that we’ve learned some valuable lessons from last year’s unfortunate product launch, and also that we’ve corrected all the problems. [elaborate here, to the extent you choose, on any of the “fixes” you implemented.] and as you know, we’ve also completely divested our-selves of all of the in-house accounts we used to service, and these have now all been as-signed to you.

And second, i can assure you that last year’s pro-duct-launch foul-ups won’t happen again. we are re-dedicating ourselves as a company to the core ten-et of effective quality control, which is that ***“noth-ing good remains good unless it’s constantly being improved.”*** we’re no longer waiting for problems to occur to tell us some-thing’s gone wrong some-where. we’re proactively ***looking*** for potential problems ahead of time and fixing them ***before*** they occur.

and yet, despite all the difficulties we faced last year, 2016 turned out to be a pretty darned good year for atn, after all:

the launch of the ***obsidian 2 core*** line turned out in the end to be very successful, and total company sales for 2016 ended up a good deal better than we might have expected. in fact, it was the best year in our company’s history. sales exceeded $40-million dollars — a good 20 percent higher than last year’s mark — and we’re looking for even greater things this year.

we’ve set our sales target for 2017 at $50 million — only 10 percent higher this year’s revenues, so you folks oughta be able to hit that with your eyes closed, right?!

And it should be even easier for you with the launch of the [number of] spectacular new products we’ve slated for introduction in the [number(s)] quar-ter(s) of this year, including [list and describe the products]. it’s always nice to have new arrows in your quiver, and I think both you and your retailers will be extremely pleased with atn’s expanded and enhanced product lines for 2017.

in any case, i want you to know that ***we*** know how important each and every one of you is to the suc-cess of this company. without you, atn could never have achieved the sales figures it has, and without you, we’d never be able to envision the bright and successful future we see in front of us! so again, my friends . . . : sincerest thanks to all of you!

[outline the remaining agenda for the meeting and introduce the next speaker.]

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