**Appendix A**

**CEO “All-Hands” Email**

Dear Colleagues,

This year marks the 10th anniversary of the establishment of X-Ray Corporation. I can think of no other organization or cause that lines up more perfectly with our mission to provide on-time medical distribution services for those in need than our company. Never has our purpose been more apparent or more important. You have been a critical part of our success for the last 10 years.

I want to ask for your support in the reengineering of our strategic plan as we begin the process of developing X-Ray’s vision for the next five years by preparing a plan to get us there.

Hannah Ellen will serve as the strategic plan champion and Randy Etter will be the lead planner for our effort. Ms. Ellen is my designated appointee to make all resourcing, allocating, and implementing decisions. She speaks for me throughout this entire endeavor. As the lead planner, Mr. Etter will be responsible for developing and executing our plan. He has my full confidence and support in this role. I urge you to give him your support as well.

I know this planning effort may result in some disruption to your operational responsibilities at X-Ray, but strategic planning is critical to our long-term success and survival in a very competitive global environment.

As we begin our second decade of providing to those in need, I invite you to join me in making this a planning event whose success we can all take pride in.

Thank you.

Most cordially,

JH

Jim Hodge