



Photos of September 11, 2003 Memorial Observance.



A SENSE OF COMMUNITY

by Joe McDevitt, Vice President, Large System Sales, jmcdevitt@pelco.com

When I was asked to help coordinate the New York Memorial Dedication on June 14, 2003, I gladly accepted. I knew that it would be a challenge and an experience to remember, but I had no idea of the magnitude of the project. Within days, that became very clear. There were permits, invitations, speakers, permits, special guests, permits, helicopters, road closures and did I mention permits? But this was a righteous, patriotic cause, and when you have that... everything else falls right into place – yes, even the permits.

In addition to the overwhelming gratitude shown by those who attended, I gained something more from the event. I was lucky enough to visit each of our neighbors in our corporate park. I did this to inform everyone in the neighboring buildings about what would be taking place and to seek some parking for the public and emergency

services vehicles. Everyone with whom we met told us that we could use anything they had. We could use their lawns, their parking areas, and one neighbor even offered their shuttle services. The outcome was, of course, a wonderful event and the forging of what I hope will be lasting friendships. I've been working in this very same corporate park for more than 17 years. In all that time, I've never met our neighbors except for an occasional consultation on their security systems and procedures. Now I can't go down the street without a friendly wave and a honk of the horn. It's quite gratifying.

This brings me to the deeper meaning of Pelco. It occurred to me that I am not simply an employee of a successful and well-respected company. I'm not a guy working solely to collect a paycheck. I'm part of a culture that values community spirit, takes action for good causes, and always

does the right thing. Treating customers right every time is motivating because we're satisfying people's needs, exceeding expectations, and doing a good job. Treating employees with respect and gratitude every time is refreshing as well, because it fosters close relationships that are very successful. Allowing us to participate in honoring our heroes, in collecting toys for underprivileged children, in volunteering unused vacation time to employees in need – these are things that are typically seen as way over the top. And, I feel honored and privileged to be right here where we make a difference, not only to our customers but also to our employees and community. Thank you Pelco for allowing me the honor of being part of this great company.

Remembering

REMEMBERING FALLEN HEROES

by Gary F. Gazaway, Marketing Communications Writer, ggazaway@pelco.com

Our nation is bound by a tapestry of shared memories woven with the threads of honor and sacrifice of heroes past, stretching from our country's founding to the present day.

The memory of the heroes of September 11 will evermore endure in the hearts and minds of all Americans. Their dreams will live on and their spirits will forever flourish as we remember these unsung heroes for the true patriots they are. And

it was in honor of their memory that we here at Pelco paused for a moment of remembrance, two years to the minute after those fateful events unfolded before our horrified eyes.

The ceremony was solemn and respectful. The ceremony was perfect. Not one word was uttered but so much emotion was conveyed. Save the occasional staccato of barked military commands, bagpipe music, and the playing of

taps, each person in attendance was left to fill in the gaps of silence with their own words, their own memories, their own prayers. It was a fitting tribute as each of us, in our own personal way, was allowed to add our own thread of remembrance to the tapestry that binds us all to our past, our present, and our shared future.

