



Friesens Corporation  
One Printers Way  
Altona, Manitoba, R0G 0B0  
Canada

November 30, 2007

Dear Jim:

As I wrote to you when we printed *Moose on the Table* in October, I read the book that weekend (had a sample copy in my office) and loved it! Very easy read - well suited for many levels of managers. Since we had just shipped all copies to your warehouses, you and I agreed that we would print an additional 20 copies for all my production managers to read before our upcoming planning retreat in mid November.

Twenty production managers met for two days to discuss operational improvements at Friesens. Each was asked to read your book in advance. Here's some feedback from them:

*"I thought the book did a good job bringing out the importance of dealing with a moose that anyone may have regardless of the position they hold. I thought that the meeting we had emphasized this and was held in a way that we all felt comfortable with bringing the moose to the table."*

*"The biggest thing that struck me was how some seemingly small items, if not dealt with at that stage, manifest themselves in much bigger issues down the road."*

*"I think the timing was perfect for us all to read this book as a prep to the meeting. In the past, I have felt there was some reserve in sharing within the group, I'm not sure if it's a case of not wanting to step on peers' toes or if there is some discomfort sharing openly in front of senior management. Reading this book started a few conversations with my supervisors in which we talked about how open senior management really is to hearing from this group. This was very positive as it gave me the opportunity to assure them that managers value their input – all the way to the top of the organization. From what I saw at the meeting, two of my managers were more open and involved than I can remember at past meetings with this group. Without trying to be dramatic, I think in some ways a milestone was crossed and it will be interesting to see how this carries over to the follow up meeting."*

*"I found that Jim's book used humor to drive home the point and entertain at the same time. The humor also helps to keep the focus on the problem rather than the person, which in turn keep things from getting personal. I think it helped us clarify our role and responsibility to identify the many moose we may encounter on any given day and prioritize them. That being said, I'll continue, in true moose hunting form, by saying that the number one rule for "Hunter Safety" is positive target identification."*

*"Here are some of my thoughts on the book and some of its concepts:*

- Was an easy read...did not bring an overwhelming number of managerial concepts to the 'table.' We could eat and digest what was brought.*
- The Moose-on-the-Table concept will continue to help us. Reminds us to be straightforward, upfront and at times 'in the face' of issues that impede production and good communication.*
- Reminds me to not relax in my supervisory role...*
- Reminds me not to wait for others to take leadership...*
- Reminds me to be part of the solution, not part of the problem... "*

*"It gave me a clearer understanding of what happens when we are NOT willing to deal with the Moose-on-the-Table. Problems like that usually don't go away on their own, but have a tendency to become such a big animal that we don't know how to address it anymore. We need to be free to deal with issues when they arise, to avoid further challenges down the road."*

Thanks for writing *Moose on the Table*. I hope it is a best-seller for you!

Sincerely,

Curwin Friesen, President  
Friesen Corporation