

Charity Golf Tournament
June 13, 2001
Speech for Bill Pearse,
Founder and Chairman
Written by Don Dobransky

(Introduction by *Mindi Pearse*)

Welcome. I'd like to thank each and every one of you for joining us in kicking off the Ultimate Electronics Children's Fund, which supports the Boys & Girls Clubs of America and other children's education causes. I hope that all of you have enjoyed our wonderful day here at one of the most prestigious courses in America, even those of you who beat me on the greens. But let's just forget our competitive natures for a little while.

This event isn't about *our* scores. It's about evening the score for children and families who don't have many of the resources necessary to compete in today's world. For them, it's not a game. It's a matter of survival.

Their world is full of stresses that I suppose most of us couldn't truly comprehend. We face the sometimes hectic world of negotiating deals, competing to sell more of our products, and pleasing investors in an extremely volatile economic climate. And while our pressures can be intense at times, theirs are a more dangerous and immediate concern.

Many children face the very real possibility of a life-threatening situation every day they go to school. The threats and dangers for some of them continue in the evening, where drugs and violence are becoming a prevalent part of youth culture.

For the past 20 years, my wife Barb and I have been committed to helping at-risk youth.

INDUSTRY: Corporate Social Responsibility of Retail Store Chain
TACTIC(S): Charity Event to Benefit Local Boys & Girls Club
TARGET(S): Affluent Men and Women 40-75