

*We Are in This Thing Together*

# Asheboro Elastics

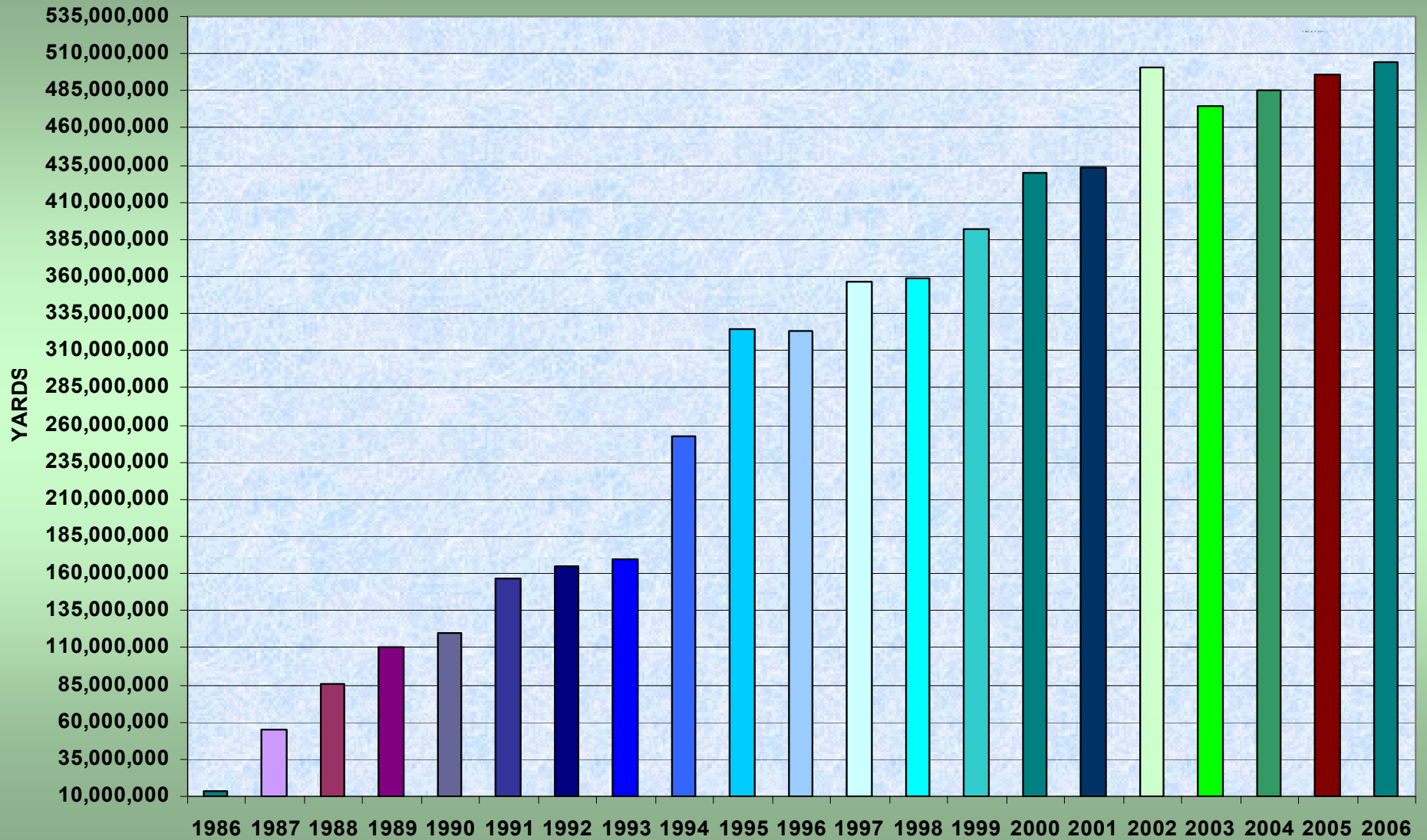
- Manufacture of Narrow fabrics in North Carolina and El Salvador
- Corporate Mission
  - ◆ Hold up your underwear and keep your sheet on your bed

# AEC - History

- Started in 1986
- No customers
- Little money
- Fast Growth

# Asheboro Elastic's Yardage Sales Chart

ASHEBORO ELASTICS CORPORATION



# Challenge

- Adapt to Globalization with limited cash

# Success or Failure is a Result of Everything You Do

- i.e. All actions build or hurt relationships

# Never Let A Relationship Die

## ■ Practice

- ◆ Arrange your high school reunion
- ◆ Go to your wife's high school reunion and meet everybody there

## ■ Make the Effort

- ◆ Write
- ◆ Call
- ◆ Compliment
- ◆ Ask for help

# Starting a Company

## Example

- AAMA Meetings – Year 1
- Advertising – Year 1
- Go to every trade association meeting
- Go to every show

## Results

- Early high profile
- Meet with decision makers

# CAFTA Negotiations

## Examples

- Jim Leonard – Burlington
- White House Fellows- 26 years selecting
- Go to sessions
- Go to China

## Results

- Better deals for narrow fabric
- Build contacts within region - Chuey phone call
- When we went to El Salvador we were received as friends

# Conclusion

- Build long lasting relationships because “We are all in this thing together” and we need each other
- Strong relationships are the most important factor in leadership – work on them