

Season's Greetings

Santa Claus – The Volunteer

Every year around December, he gets very busy. He plans for the big event and he wants to make sure everything works out to the expectations of his customers. He prepares gifts; most of them are not expensive in value. However, they are precious because of the warm thoughts and lovely considerations put in. Everyone knows him by his good deeds, only a few have seen him. He is hardly recognised and never awarded for his contributions although he adds value in multiple ways and touches countless lives. Knowing that he helps many and supports those who need his aid is enough award for his selfless work.

Santa Claus is in the business of helping others – without much fee. He is part of a rare breed of calm and quiet servants who survived in the current rough and high-speed world. You find these servants everywhere in our society, be it as donors in the Blood Bank, as tutors in SINDA or as members of NVPC where they do their unselfish deed in a responsible manner, often unnoticed by the crowd.

We had the pleasure to meet thousands of such volunteers during our work at the Singapore Youth Olympics. They helped to shape the impression of the world about our Little Red Dot. They helped craft the Singapore Spirit.

At Christmas, Santa Claus keeps reminding us of all of them. He stimulates the idea of going the extra mile to put a smile on someone's face.

Dear Clients, Partners and Friends,

The year 2010 has been a fruitful year for COE. We had the chance to work with you in building High-Performing Organisations and celebrating your achievements. The most memorable and meaningful experience, however, has been to be part of the inaugural Youth Olympic Games as business partners and as volunteers.

We thank you for your continuous support and look forward to partnering with you in 2011. Wishing you a Merry Christmas and all the best for the New Year.

Sincerely,



Amy BC Tan



Uwe H Kaufmann