



# WoodCorp

A DIVISION OF TRANSWOODGLOBAL

**January 1, 2020**

As WoodCorp looks ahead to 2020, we look back on the 150-year history of this humble business enterprise. My great-great-grandfather founded L. E. Wood & Sons to provide tinned buffalo meat to the whaling industry. He had a singular vision: to provide tins of buffalo meat to the whaling industry. Lester Everett Wood's little family company optimized consumer partnerships and fulfilment heliographs, maximizing delivery of tinned buffalo meat. Slaughtering and canning the majestic wild buffalo was nothing less than a disruptive innovation – it empowered the slaughter of majestic wild whales, and made Lester Everett Wood this country's first not-quite-oil and not-entirely-slavery billionaire. WoodCorp still honours this heritage of low-cost labour excellence and vertically-integrated transnational tax-dodging.

Today WoodCorp provides peer-to-peer Visioneerables, Consultationing and Solutionitude. We also sell tinned buffalo meat to the whaling industry. We marked our 150<sup>th</sup> anniversary by ringing the bell at the New York Stock Exchange, taking that opportunity to unveil our exciting new product, "Beyond Buffalo." Vacuum packs of plant-based buffalo-meat-alternative are poised to rattle the hidebound traditional tinned buffalo meat industry, and the Vegan Whaler Community has been demanding this product for years. 2019 also saw the rollout of WoodCorp's new same-day retail delivery service. Lester's humble network of D-grade buffalo meat canneries now blasts into the 21<sup>st</sup> century with an armada of weaponized drones.

There is more to leading a world-striding megashellcorp than being born white, attending the right schools, and hazing a couple future presidents. I often think of the hard work of Lester Everett Wood. Hard work that I, a fifth-generation CEO (and fourth-generation born billionaire), can truly understand. I remember well the Summer that I worked in the mailroom for an afternoon. Indeed, I've worked for everything that's ever been handed to me. Corporate tax efficiencies are not simply found, but uncovered by expensive lawyers in exhausting telephone calls. When scandal erupts over schoolchildren in far-off lands who've been accidentally murdered by our delivery drones, I have to put aside all the stuff I was planning to launch into space and remind the press that same-day delivery of tinned buffalo meat is a very important part of modern life – just like watching NetFlix on your refrigerator door.

Although we are still driven by the primal hunger of sailing forbidden seas and landing on barbarous coasts – the hunger for tins of buffalo meat – our corporate imperative is to evolve a managed agora where uniqueness and value can be delivered in parallel with elegant simplicity. It is true that our affordable weaponized delivery drones sometimes innocently mistake schoolchildren for pirates (especially around Hallowe'en). But fresh unregulated technologies inevitably come at the cost of disrupting a few paradigms. Try to imagine a situation where a modern whaler has time to go to a physical store for a few tins of buffalo meat. Impossible! Humans got along for millennia without same-day delivery of tinned buffalo meat, but now the service is indispensable. And you probably didn't know those kids anyway.

Even after a century and a half, this company is still standing atop the pillars my great great grandfather built:

## **PURPOSE**

Simply put: to put the best tin of buffalo meat on the shelf. Failing that, the only tin.

## **PEOPLE**

Anyone who works hard can become a billionaire. Just look at me and how much I deserve it.

## **LETTERS WITH HEADINGS**

They should teach this technique at business school. Maybe they do. How would I know?

Looking forward, WoodCorp will continue to leverage our founding principles. We will pivot to video, bringing younger attention to tins of buffalo meat. We will invest aggressively in driving labour costs down; in inexplicably re-inventing public transit; and in building a post-apocalyptic compound so I can ride out the climate crisis in comfort.

May the coming year bring you tax breaks, bailouts, and buffalo meat,

Michael E. Wood IV | Billionaire CEO, WoodCorp