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January 30, 2007

Wells Fargo Museum  
400 Capitol Mall  
Sacramento, CA 95814  
ATTN: Transportation Department

Dear Wells Fargo:

What a day! Yesterday morning we finally got snow on the ground and it was a heck of a mess! We didn't get dumped on a lot, but it was enough to throw a wrench into the morning commute. I used to live right above my office and my daily commute to work consisted of walking down the stairs. These days, I live almost a half mile away and I actually have to clean off my car when it snows or frosts overnight!

I also have a new baby girl who is my pride and joy. Her mom also works, so I have to take her to day care every morning. Yesterday was the first time that I had to take her to day care in real snow. I had to break out the new electric snow blower for the first time this year. I literally had to take it out of the box and put the handle together for the very first time. Then I couldn't get the extension cord to plug into the snow blower and I started getting frustrated. I slammed the door and woke up the baby and almost hit the misses throwing laundry baskets out of the way. It was not a pretty morning and it figured to be a Monday on top of it all. Then today, we got hit again with even more snow and it took me close to an hour to get my daughters to school and day care!

The way people drive these days is really scary. Just a few days ago I had to hit my brakes hard to avoid being struck by another car -- right in the spot where my daughter's car seat sits! It made me want to trade in my car for an armored army tank. They have good traction in the snow, AND if someone else driving crazy slides into me, my baby would be protected by the tough exterior.

Anyway, it was after that when I got to thinking that it sure would be nice if there was a reliable infant transportation system out there that I could call on a nasty snowy day to take my little one to her baby sitter. I am talking about a reliable transportation company skilled in moving valuable, or in this case even priceless, freight safely, reliably, and efficiently.

So that gets me to my question and suggestion. Since Wells Fargo has a fleet of armored vehicles to transport bags of money to and from the bank, how difficult would it be to retrofit a few of

those trucks and turn them into armored infant transporters? It would almost be like being an army vehicle, except you would be transporting people in infancy instead of in the infantry.

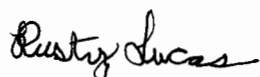
With all the electronic banking going on and the fact that we are moving to a paperless society, you guys at Wells Fargo must be keeping your eyes open for new business opportunities. I know that a company doesn't get to be over 150 years old by providing static services without innovation. My dad just turned 75 years old today and he didn't get there without being pretty innovative himself. Wells Fargo has paid attention to the needs of the public and evolved according to the public's demand. Well today, the public demands safe infant transportation in the winter weather. I would be willing to pay a competitive price for this service as I am sure many parents would.

I'm not in the business, but I've kind of evolved myself into a bit of an advertising consultant. I often see the need for new or improved products and services and I also come up with catchy slogans to sell those services and products to the public. So how is this for a new advertising campaign for your company:

"For Your Precious Cargo, Choose Wells Fargo." It is a play on the image that many people already see when they hear your company name. You transport valuables in armored trucks, so the public knows Wells Fargo as a money or "valuable cargo" transporter. But our babies are far more precious to us than our money. Brinks carries chump change to the banks while Wells Fargo carries precious cargo to the warmth and safety of the baby sitter.

Speaking of precious cargo, wasn't it nearly 20 years ago when baby Jessica McClure was saved from a well in Fargo, North Dakota? From wells in Fargo to warmth and safety... Maybe she could be a Wells Fargo spokesperson. I hear she is married now. Please let me know when you will be able to start shuttling my baby girl to her day care. I will only need to use you in the wintertime after a heavy snow. The rest of the time I will take her there myself. Maybe you could have a snow hotline?

Sincerely,

A handwritten signature in cursive script that reads "Rusty Lucas".

Rusty Lucas

p.s. Do you have any stylish Wells Fargo baseball caps that you might be able to give me for free? Even if you cannot adapt your service to include infant shuttling, I would somehow feel more safe and secure if I had a Wells Fargo baseball cap on in the mornings when I drive my little girl to her baby sitter. If you cannot institute infant shuttling in the near future, please send me a free Wells Fargo baseball cap.