

Mayor Herman W. Cox, Jr.
420 Peterson Lake Drive
Collierville, Tennessee 38017

Dear Voter:

As I reflect back over my lifelong commitment to the community of Collierville, I feel an immense amount of pride in both the choices that I have made and in the fact that I have been able to lead the Town as it has blossomed from a population of 2,000 residents to its current count of over 23,000 citizens. To be an integral player on the team responsible for this phenomenon has been rewarding, to say the least. Then why would a 72 year old man with such a deep sense of satisfaction and accomplishment choose to subject himself to the rigors, scrutiny, and mud-slinging of yet another campaign? Let me explain.

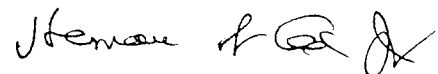
For those of you who may not know me personally, I am not a politician. Never was -- never will be. What I am is a man who has committed his life and resources to his community in a way that gives me a sense of purpose, a sense of belonging. I have never looked at the Mayor's position as a stepping stone to a higher office, nor have I sought to use my position as Mayor as a way to further any financial self-interests. No, the sole reason that I have dedicated my life to public service is because I believe in the people and the Town of Collierville. It's as simple as that. The citizens of this community are a diverse lot -- young and old, upper and lower income, new and lifelong residents -- representing many races, religions, and beliefs. And yet there is a strong and undeniable tie that binds us together as a citizenry. That tie is a shared vision of who we are, and where we want our community to go. Why do I want to continue to be your Mayor? Because I share your vision. Just like you, I covet our community's "small town" atmosphere and values. I, too, am concerned about our rapid growth, and the difficult questions that we must answer in order to ensure that our Town remains progressive, yet at the same time retains its charm and appeal.

How do I plan to maintain this ideal but delicate balance between the past and the future, between small town atmosphere and unprecedented growth? Here is where being a politician might come in handy. Perhaps then I could offer you a host of unrealistic but marvelous-sounding promises about spontaneous road construction, slashed taxes, and a bounty of new Town services. No! Instead, I will offer you the truth, plain and simple. Among many other projects, we are diligently working on the placement of infrastructure ahead of projected future growth. We are working in a close partnership with the YMCA, in a successful campaign to provide expanded and improved community services, particularly for our Town's young people. We continue to upgrade and enhance our Town's already superior fire and police departments. We are working closely with state and county officials to help facilitate the construction of Nonconnah Parkway, which is ahead of schedule, and the extension of Winchester Road to Highway 72. And perhaps most importantly, we continue to underscore our deep commitment to a superior education for all of the citizens of Collierville.

Our hometown did not become the ideal community in which to live, work, play, and raise our children by accident. The success of the Town of Collierville can be directly attributed to two major factors. I have already mentioned one -- the strength and character of its united citizenry. The second factor is just as clear. The Town of Collierville is the place you want to come home to because of careful and deliberate planning and sound fiscal management by the current Town staff and administration. That's the bottom line.

Why do I want to continue to be your Mayor? Because I still dream your dreams; I still share your vision. With my experience and your strength, and with a shared dedication to our hometown, we can continue to make a difference. Together, anything is possible.

Sincerely,



Herman W. Cox, Jr.