From: agreenbaum@ups.com
To: MVN Environmental;
Subject: Coconut Beach
Date: Thursday, May 14, 2009 6:38:24 AM

Mr. Owen,

Due to uncontrollable circumstances, the city of New Orleans and its neighboring cities suffered a substantial loss at the hands of Katrina. In the years since Katrina we have seen the landscape of the area change. The storm forced the city's residents to make the life-altering decision of returning to rebuild, or forge on 'higher ground' and start over. In either case, a loss was felt. In reality, the loss each person felt following Katrina was really relative to their specific situation. Whether that loss be a friend that moved away, the closure of a favorite restaurant, the house you grew up in, the home you lived in, or a loved one, we all felt a loss. The sad thing is that there is no way to tell the physical and emotional toll this has taken on the all of those affected by Katrina. In addition to having to rebuild our lives and (in many cases) homes, we also had to manage those intangible losses. In many ways, it is those intangible things that get us through the hard times. However, it is those same intangible things that some people appear to be taking for granted.

Coconut Beach is very much one of these intangible things. To the outsider, it is just a volleyball complex, nothing more. So, to rid New Orleans of Coconut Beach is, in the eyes of an outsider, to simply do way with a volleyball complex. However, Coconut Beach is so much more than just a volleyball complex. For me, and so many of us, it has been part of the fabric of our lives for 20 plus years. It is the bar & grill where we go to meet our friends. It is our gym. It is that one safe place where our children can run and play without worry. It is where many met their spouse. Most importantly, it is our escape. Whether that is an escape from work, personal battles, or the stress of the past 4 years, Coconut Beach is, and has been, that place for thousands of people for a long time. If asked, many would tell you they were there to rebuild Coconut before their home. However, if there is any question as to what Coconut means to its legions of supporters, I invite you to visit the bar and peruse the years and years of pictures on display. In effect, you are walking into a lot of homes and telling them to find a new place to live.

Outside of the personal importance Coconut has to so many, I do not think we can dismiss it's economic impact. At this time, it is the only anchor to what was once a thriving area of the city. Its existence will determine if we ever again see the restaurant business return to the West End area. Additionally, we are receiving greater exposure nationally for what we have done, which only boosts

the city's image to the outside world. We are also seeing more sponsored tournaments, which will bring people into the city to play, watch, and support. Again, it may be easy to dismiss Coconut as just a volleyball complex, but for us it is clearly a growing entity benefitting its city.

As you will see in the coming days and weeks through e-mail, phone calls, & news stories, the city and its residents DO NOT want Coconut to go away. On a personal note, it saddens me that this is even an issue. On any given night of the week you can go to Coconut to see just what it means. Having just welcomed a son into the world, it was my hope that I would one day be able to share the love of the sport with him. To be able to only tell him stories of what was, will be another in a long line of losses the Corps brought upon us. I implore you to engineer another solution that will allow Coconut to continue to thrive.

Regards,

Adam Greenbaum
Business Manager, UPS