



## **PRINCIPLES**

Everyone understands customer needs are top priority and acts accordingly.

The business is profitable by Company standards. Everyone is committed to long term profit growth.

Everyone contributes to achieving the mission of our Company.

Everyone communicates openly and honestly.

Everyone is willing to seek help and help others by sharing experiences and information.

Peak performers are recognized and compensated. They have additional opportunities.

Everyone conducts themselves with integrity. We do the right thing.

Everyone follows “The Golden Rule”. We treat each other with respect.

Everyone enjoys what they do. We have fun.

Relationships are based on “high trust - high accountability”. All of us are accountable for our actions and the results achieved.

Everyone is committed to professional and personal growth. All of us are willing to change.

Our Company is the industry leader. Everyone does their best.