



# Vision and Values

## Our Vision

Be a company based on **BIBLICAL PRINCIPLES**.

Be **WISE STEWARDS** of our God given talents and resources to improve lives. Grow people, give generously, employ, and produce beneficial products.

Be a dynamic, winning **CULTURE** where we love to work.

## Our Values

**TRUST** (requires: integrity, caring, alignment, competence) is the foundation in all our relationships. People must know that their welfare and growth is critical to us. Tell the unvarnished truth. Share information. Honor commitments. The customer should be able to give us their checkbook and know we would manage it profitably for us both. We enhance our supplier's success.

**HUMILITY** is a leadership trait. There are no big shots. We lead simple personal lives.

Sensationally **SERVICE** our customer (and service is about servant-hood). Customers have holes and bring needs. It's our job to handle them profitably for us both with a smile.

We take lots of calculated **RISKS**. We are passionate about the paradox of discipline and innovation. We expect to make "mistakes" trying to jump ditches, but frown on wandering into them blindly.

We celebrate **DIRTY HANDS** and doing what our customers pay us to do.

We are **CURIOUS**. We learn a lot about a lot, apply and share it.

It's got to be **FUN** so we're enthusiastic, have strong feelings, throw ourselves at problems, smile, laugh, say what we feel, own it, and do fun things as a team.

**EMPOWERED PEOPLE**. There is no they. The whole is more effective than the sum. What are: Titles? Organizational charts? Job descriptions? Ladders? We don't say "promotion". We only hire people who can lead us someday and coach 'em to get there.

We spend **MONEY** like it's our own and impact profitability by several times our salary along with our responsibility.

We love **CHANGE** and see our primary role as change agents. The magic is in "fixing fastest". It's "never good enough", but yet we're proud of how far we've come!

We encourage a balance of faith, family, community, and 50 hours of **HARD WORK** -- we hustle, run, push, challenge, and sometimes work much longer to get the job done.