

Core Values*

We value

- 1) *Visionary Leadership* - Set a direction for our company that is customer-focused and considers the needs of all stakeholders (owners, employees, community).
- 2) *Customer Driven Excellence* - Who are our customers? What are their needs? Are they satisfied?
- 3) *Organizational and Personal Learning* - Improve existing approaches, adapt to changes, encourage innovation and root-cause problem solving, and keep alert to changing customer and market needs.
- 4) *Value Employees and Partners* - Place integrity first in dealing with others, earn the respect of our peers, enjoy our quality of life, align interests, and have fun.
- 5) *Agility* - Respond quickly to opportunities, changes, and customer needs.
- 6) *Focus on the Future* - Understand the short and longer-term factors that affect our business including technology, partner opportunities, strategic moves by competitors, and changes in resources and regulations.
- 7) *Managing for Innovation* - Make meaningful changes to improve our products, services, and processes to create new value.
- 8) *Management by Fact* - Use data to understand and improve.
- 9) *Public Responsibility and Citizenship* - Operate safely, protect our environment, and make a difference in our community through our involvement.
- 10) *Focus on Results and Creating Value* - Have performance measures that focus on customer results, financial and market results, human resource results, and organizational effectiveness results.
- 11) *Systems Perspective* - Look at our organization as a whole and build everything around our key business requirements.

*Based on Malcolm Baldrige Criteria for Quality.