

Character Values on the Job

Our Core Values:

We believe these basic values bring success to our business and the personal lives of our employees:

- 1) **The value of honesty and Integrity:** We believe that all decisions are to be made with integrity. Leadership is setting good examples for others to follow, expecting as much from yourself as from others.
- 2) **The value of Individual Responsibility and Accountability:** We believe we are responsible to satisfy the needs of our customers for all our products and services. Individual accountability for our own performance and for the quality of our products will demonstrate to our customers we are enthusiastic about them and really care.
- 3) **The value of dedication to excellence:** We believe there is no place for mediocrity and half-hearted efforts. We accept personal responsibility for overcoming obstacles and being the very best. We actively choose to excel in every aspect of our personal and professional lives.
- 4) **The value of cooperation and communication:** Close mutual support of one another is a fundamental tenet of ours. We value open communication and encourage new ideas, realizing that teamwork produces a better employee work environment and enthusiastic customers and suppliers.
- 5) **The value of our people:** We have nothing of greater value than our people. We respect the uniqueness of every individual and believe that such an attitude will build a team of confident, creative members possessing a high degree of initiative, self-respect and self-discipline.
- 6) **The value of ongoing improvements:** We believe in not accepting the status quo, in constant improvement, and in the value of ongoing education in any form. We in providing opportunity for personal, professional and organizational growth within our company.
- 7) **The value of being good community citizens:** We give willingly to and are actively involved in the support of our community and charitable cause.

From the City of Fort Dodge, IA.

Six Pillars of Character

The Six Pillars of Character are woven into our business life each and everyday. They define our core values, and most importantly in our daily actions with our customers.

TRUSTWORTHINESS:	Trust, integrity, honesty
RESPECT:	Politeness, courtesy, dignity
RESPONSIBILITY:	Accountable, pursuing excellence, commitment to goals
FAIRNESS:	Openness, doing what is right
CARING:	Kind, compassion, sharing
CITIZENSHIP:	Volunteering, good citizen, getting involved in our community

Our daily practice of strong character values brings meaning and life to our mission statement.

“Create an open, honest and friendly environment with the highest values placed on people.”