

# CORE VALUES



## TELL OUR STORY

We are a people-focused, entrepreneurial company. That's demonstrated in our employee stock ownership plan (ESOP) – and in the way each person takes responsibility for the work we do. Tell our story by taking care of our customers. Follow through on things. Make decisions in the customers' best interests.

## BE A TRUSTED ADVISOR

We are business consultants first. Offer customers the tools they need to grow their businesses, from technical and business training classes to marketing solutions. Be knowledgeable about our products. Provide sound advice and build trust. This shows our clients that we truly care about helping them succeed.

## ROLL OUR SLEEVES UP

We will flat out get the job done – and done well – when it comes to servicing our customers and helping out our coworkers. We do whatever it takes – from picking, pulling and delivering to troubleshooting – to make things happen.

## OWN IT

Say what you mean and do what you say. Communicate clearly and be open and honest. Don't mislead coworkers or customers to avoid conflict. Do what needs to be done to get things done right the first time.

### Our Purpose

*To equip our customers to grow their business.*

## SEE AROUND THE CURVES

Be resourceful and eager to learn. Participate in industry organizations and conferences. Pay attention to trends, new products and government rules and regulations, so you can help our customers know what's coming and be prepared.



**SUPERIOR STOCK. EXPERT SERVICE.  
TRUSTED ADVICE.**