

# Our Core Ideology

## Our Core Purpose

The reason we exist: Forever pursued and never fully achieved

To improve the lives of people everywhere.

## Our Core Values

Core Values represent the standards of behavior that guide what we do and how we do it. We encourage all Team Members to know the true meaning of our Core Values and commit to them as our personal standards for our own activities and our interactions with our teammates every day.



### We focus on operational safety

Everything we do begins and ends with our commitment to keep our teammates, customers, and community free from harm.



### We help each other to be better

While we work as a team, we believe that our commitment to personal development and to each other makes our team stronger and improves our ability to serve our customers.



### We show respect to all

We demonstrate a deep appreciation for the ideas, opinions, and contributions of others, always demonstrating integrity in our personal and business relationships.



### We serve others

We are committed to a servant mentality in order to meet the needs and requests of our teammates, customers, and communities.



### We deliver an *Extraordinary Service Experience*

Our daily efforts are focused on exceeding the expectations of our customers. We are skilled professionals and believe that because we enjoy the process of partnering with our teammates and customers the result is an *Extraordinary Service Experience*.



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*Extraordinary Service for Over a Century*

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