

UTILITY LINES VALUES STATEMENT

CORE VALUES: A set of beliefs and principles to guide the company's activities.

VALUES STATEMENT:

- *keeps everyone on course and headed in same direction as the company grows into a sustainable business that will last and continue to grow over years and years*
- *guides owners and employees in their behavior and decision making, enabling them to act quickly and decisively, based on a clear sense of what's important, even when faced with the unexpected*

We believe our first responsibility is equally to our principals, who rely on us to sell their products, and to our customers, who use the products and services that we sell. In all phases of our day-to-day operations, we must meet the needs of each individual principal and customer, maximizing their efficiency and minimizing their costs involved in doing business. We have a responsibility to our customers to supply quality products for their needs. We have a responsibility to our principals to represent only quality products as by association, inferior products will tarnish the reputation of all the products we represent. The needs of principals and customers must be serviced promptly and accurately. Our principals and customers must have an opportunity to make a fair profit.

We are responsible to the individuals with whom we deal on a daily basis. These are the individuals who are employed by our principals and our customers. We must respect these individuals, appreciate them, recognize their merit, value their time, and support their efforts to the very best of our ability. They must feel free to make suggestions, requests, and complaints. We must become a valuable part of their strategic teams.

We are responsible to our employees. Everyone must be considered as an individual and cared about as a person. We must respect their dignity and recognize their merit. They must have a sense of security in their jobs and in the company's longevity. They must not be subjected to workplace harassment of any kind. Compensation must be fair and adequate, and working conditions clean, orderly, safe, and basically pleasing to the senses. Equipment and processes must be reliable and supportive of employees' efforts to meet job requirements. Employees must feel free to make suggestions and complaints. There must be equal opportunity for employment, development, and advancement for those qualified. We must provide competent management, and their actions must be just, ethical, and representative of the company's values.

We are responsible to the communities in which we live and work and to the world community as well. We must be good citizens – support good works and charities, obey all laws, and bear our fair share of taxes. We must encourage civic improvements and better health and education. We must maintain in good order the property we are privileged to use, protecting the environment and natural resources.

Our final responsibility is to the company stockholders and stakeholders. *(Stakeholders are groups of people who have some claim or interest in how the business is operated. For example, employees and principals are both stakeholders.)* The business must make a sound profit. We must experiment with new ideas. Research must be carried on, innovative programs developed and mistakes paid for. New equipment must be purchased, new facilities provided and new products and services launched. Reserves must be created to provide for adverse times. We must consistently attract new principals and new product lines. We must hire and retain committed employees. When we operate according to these principles, the needs of both the stockholders and stakeholders should be met.