



Raving Fans

Cleanest people in waste

Crisp

Bulletproof reliability

Passion for cost and production efficiency

W3

Outstanding people

Speak the truth

Cash flow

Keep things simple

Irresistible offers

Value added marketing

Serve others

Turning problems into profits

You get what you focus on

Strength based

Powerful alliances

Play to win vs. Play to participate

Protecting the environment

Give back

Direct communication

Courage

Resourcefulness

Relentless passion

Care, connect and communicate

Be real

Insanely persistent yet flexible in approach

Model after people far greater