

Our Core Values



Givers Gain®

Be willing to give first, before you expect to gain. Giving unconditionally creates a better world for everyone and creates important opportunities and lasting relationships.



Building Relationships

Building strong relationships creates an environment of trust and support that yields happiness, opportunity and meaning.



Lifelong Learning

Invest in yourself to become the leader you want to be. Your value grows as you develop your knowledge and skills. Lifelong learning and lifelong happiness are intimately connected.



Traditions + Innovation

We honor our traditions and look to a brighter future fueled by innovation, optimism and excitement.



Positive Attitude

We find the good in everything that happens to us, and that propels our lives forward. Finding the good in every person enables us to attract terrific people, opportunities, and wealth.



Accountability

We keep the promises we make, especially when it is hard to do so. This creates trust and supports strong relationships.



Recognition

We appreciate that recognition fuels the growth of successful organizations. The person who masters the art of recognition attracts success that leads to meaning and happiness.

