



# Culture Statement

Culture is a set of shared attitudes, values, goals, and practices characterizing an organization. Our Culture Statement helps define who we are and who we want to be, how we treat each other, how we serve our Stakeholders, and how we run the business. Our Culture is so important only our Board of Directors can approve changes. In addition to our Vision and Operational Goals, we strive to have a Culture of:

1. **Accountability (5)**
2. Approachable, visible leaders with open doors (15)
3. Authenticity – we’re the real deal (27)
4. Being the purest Baldrige colony on the planet (36)
5. Communicating in a timely, effective, candid manner (11)
6. Competitiveness (21)
7. **Continuous improvement (2)**
8. Courage (41)
9. Curiosity (35)
10. **Customers come first (6)**
11. Delivering value and results to all Stakeholders (22)
12. Discipline (34)
13. **Ethics and transparency (9)**
14. Family atmosphere (13)
15. Focusing on short and long-term success (23)
16. Focusing on value-added work (28)
17. Generosity (40)
18. Hands-on leadership without micromanagement (16)
19. High-performance and role model leadership (29)
20. **Honesty (1)**
21. Humility (20)
22. Industry involvement (19)
23. Integration across the organization (no silos) (43)
24. **Integrity (4)**
25. Intensity (46)
26. Kindness and concern for others (25)
27. Knowledge sharing (30)
28. Likable Employees (24)
29. Listening (31)
30. Loyalty (17)
31. Management by fact (18)
32. Managing for innovation (42)
33. Organization with attention to detail (39)
34. Organizational learning and agility (32)
35. Planning and executing to achieve bold goals (45)
36. **Positive attitude (8)**
37. Productivity and efficiency with focus on quality (26)
38. **Respect for others (7)**
39. Safety and cleanliness for a comfortable work environment (37)
40. Societal responsibility (47)
41. Stewardship (33)
42. Supporting America, the NRA, 2nd Amendment and industry (14)
43. Systems perspective (44)
44. **Teamwork (10)**
45. Trust and reliability (12)
46. **Valuing people (3)**
47. Visionary leadership (38)