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traditions that define our culture.



1. We believe in **honest, open communication**. We encourage new thoughts, ideas and questions. Criticism should be constructive and include suggestions for a better way.

2. We are enthusiastic and believe **enthusiasm is contagious**. Our peers, customers and guests see that we enjoy what we do.

3. We are recognized as a **leader in quality transportation service**. Everything we do and say must promote our reputation.

4. **We never quit**. We do not give up when things may not be going our way. We know we are destined for success if we work hard and hold true to our culture.

5. We expect **high performance** from each other. We stay until our work is finished. We celebrate those who distinguish themselves in their roles and constantly search for ways to learn and improve.

6. **We are ethical**. We treat our customers, suppliers and each other with fairness. We honor our commitments and we tell the truth.

7. We **invite and appreciate our customer's business**. Every time we have contact with a customer we make sure they have a positive experience. We know that exceptionally treated customers will use us again and again.

8. We show our **appreciation for our drivers** by treating them with respect and dignity. We keep in mind that their job is difficult and demanding. We do what we can to make their job free of hassle and conflict.

9. We believe in the importance of **a good attitude**. We search for solutions that benefit everyone. In our dealings with others, we seek first to understand their concerns and needs before we advocate our position.

10. We have a plan for our **growth and success**. We believe in the importance of setting goals and strive diligently to achieve them.

11. We work hard for our money and we each have a responsibility to be prudent when spending it. We **conserve our resources** and we use the tools provided for us wisely.

12. We count on each other to be here. Illness, injury and absenteeism hurt us all. We practice **safe work habits and believe in a healthy lifestyle**.