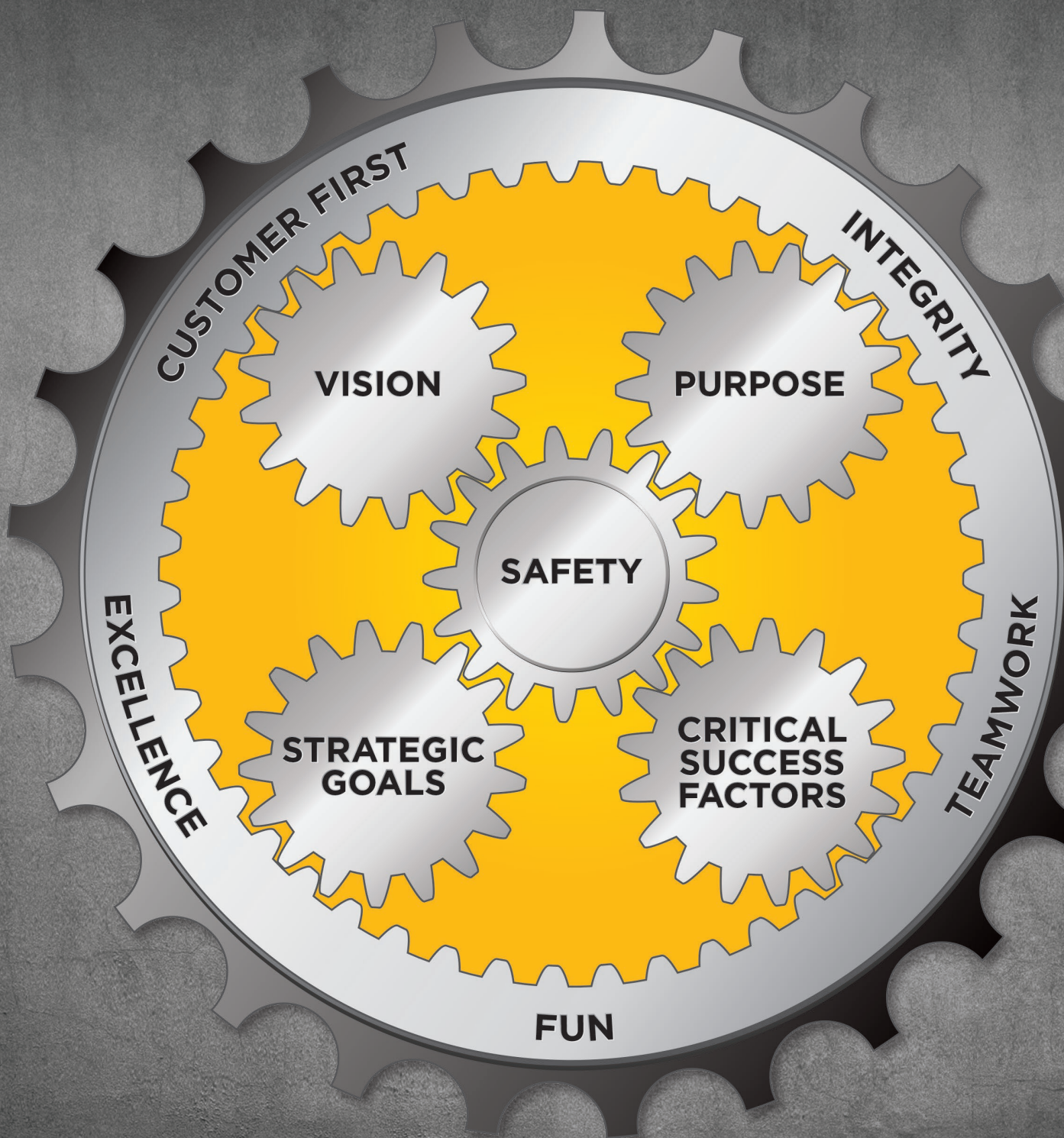


PETERSON

Since 1936



Gearing up for 90

VISION:

We will be our customers' first choice.

PURPOSE:

We partner with our customers to build a better future.

STRATEGIC GOALS:

People ► *Exceptional People*

Market Share ► *Market Dominance*

Financial ► *Strong Financial Results*



Gearing up for 90

CORE VALUES:

CUSTOMER FIRST	INTEGRITY	EXCELLENCE	TEAMWORK	FUN
<i>The reason we exist!</i>	<i>We do what we say!</i>	<i>Best in all we do!</i>	<i>Together we do what we couldn't do alone!</i>	<i>We enjoy what we do!</i>
• Communication • Urgency • Empathy	• Honesty • Fairness • Trust • Reliable	• Professional Growth • Continuous Improvement • Done Once - Done Right • Hustle • Grit	• Collaboration • Respect • Commitment • Communication • Family	• Positivity • Enthusiastic • Friendly • Accomplishment

The Four Universal Communication Principles:

1

I show up and choose to be present,
to honor others and give my best self.

2

I pay attention to what has heart and meaning,
to understand and acknowledge the true intent.

3

I tell the truth without blame or judgement,
to motivate and build confidence.

4

I am open to outcome, not attached to outcome,
to learn from what happened and never stop improving.