



**IN THE WOODS**  
The Natural Log Home Choice

## OUR MISSION

*To maximize our long-term value by continually exceeding our customers' increasing expectations*



## OUR COMPANY VISION

*To create a culture in which our shared Values and Objectives work together in support of our Mission*

## OUR VALUES

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### INTEGRITY

We insist on complete honesty in the way we do business and how we interact with people. We keep our promises, and we live by the rules.

### TRUST

We respect others and treat them as we want to be treated. We have confidence in each other's capabilities and intentions. We believe in starting with a foundation of trust.

### EMPLOYEE LEADERSHIP

We attract and recruit talented people who are compatible with our culture, values, and enjoy what they do. We seek to build diversity and the involvement of our employees. We are each committed to personal and professional development.

### IMPROVEMENT & INNOVATION

We are determined to be the best at what we do. We have a desire to constantly improve and win in the marketplace. We are never satisfied with the status quo. We learn from both our successes and our failures. We inspire and enable people to achieve their fullest potential.

### SAFETY AND THE ENVIRONMENT

We believe that our products and workplaces must reflect the understanding that what is good for the environment and the safety of all people is good for our company.

## OUR OBJECTIVES

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### CUSTOMER SATISFACTION

Customer satisfaction is the source for community and employee benefits. We will exceed customer expectations through continuous improvement in quality, service, and productivity.

### GROWTH

We have a passion for growth. We will constantly increase our share of the markets we choose to enter. We will build to our existing business by seeking to identify additional products and services that provide value to our customers.

### SHAREHOLDER VALUE

We have high standards, and we are committed to high performance. We all act like owners, treating the company's assets as our own and behaving with the company's long-term success in mind.