Culture Statement

Culture helps define who we are - how we treat each other, how we serve our Stakeholders, and how we run the business. **In addition to our Vision and Values**, the following are key components of our Culture.

1. Customer-focused excellence*
2. Systems perspective*
3. Visionary leadership*
4. Valuing people*
5. Organizational learning and agility*
6. Focus on success*
7. Managing for innovation*
8. Management by fact*
9. Societal responsibility*
10. Ethics and transparency*
11. Delivering value and results*
12. The purest Baldrige colony on the planet
13. Family atmosphere
14. Genuine and authentic – we're the real deal
15. Maintain an industry culture
16. Supporting America, the NRA, and the 2nd Amendment
17. A role-model organization for our community, industry and nation
18. Safe, comfortable, clean, appropriate work environment
19. Approachable leaders
20. Hands on leadership without micro management
21. Highly integrated organization (no silos)
22. A competitive team focused on winning
23. Effective, candid, timely communication
24. Planning and executing to achieve **bold** goals
25. Continuous improvement
26. Productivity and efficiency with focus on quality
27. Highly organized with great attention to detail
28. Listening
29. Knowledge sharing
30. Intensity
31. Focus
32. Curious
33. Likeable
34. Trustworthy
35. Discipline
36. Courage
37. Caring
38. Generous

Approved by the Board of Directors
August 14, 2016

*From the Baldrige Excellence Framework.