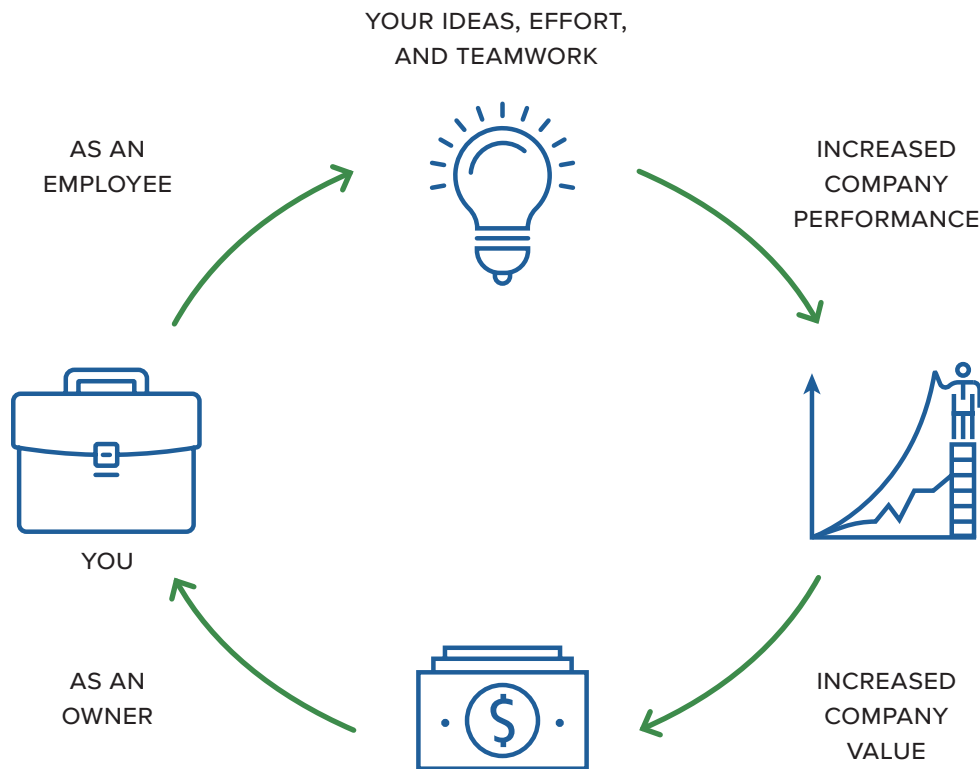


The Ownership Advantage

Employee ownership is a different way of doing business. Everyone knows what it means to be an employee, but what does it mean to be an owner?

Ownership is about going above and beyond the call of duty to make your company successful. But it's also about sharing in the financial rewards that success brings. Employee ownership closes the loop between employees and owners, creating a powerful dynamic that benefits our people, our customers, and our community.



Here's how it works. As an employee, you contribute your effort, your ideas, and your teamwork every single day. Your work, combined with the work of your fellow employee-owners, drives company performance and increases the value of our business. This value flows back to you as an owner through an increased share price.

Because we are all owners, increased company performance turns into dollars in the bank for everyone. The more that each of us can do to make our company successful, the better off we will all be financially. That's the ownership advantage.



What does it mean to *think like an owner?*

Situation

How Employees Think

How Owners Think

A new employee is having a hard time learning something new and has asked for your help.

I will help them because my boss asked me to.

I want to train them because it will lead to increased company performance.

Employees are complaining about co-workers.

I will let management handle the problem.

What can I do to encourage my peers to resolve their problems?

A co-worker is getting frustrated by a difficult customer.

I am glad I don't have to deal with that today.

Good customer service is core to our company. What can I do to help my co-worker serve this customer?

A co-worker is cutting corners and not following standard process.

I am doing my job correctly, so this isn't my problem.

One person's actions can affect our business. What can I do to help get them back on track?

The company's share price went down this year.

It doesn't affect my salary, so I don't care.

My account balance is affected by our share price. What can I do to increase the share price next year?

