

## A Message from Rick Fantham Video Script

Hi, my name is Rick Fantham. I am the president of Hajoca. I understand you are considering a career with Hajoca Corporation. Choosing the employer that's right for you is an important decision. Partnering with a team that shares your values can be a powerful experience. I feel privileged to work at Hajoca, because the company's values are in alignment with my own. I have the freedom to live into my dream.

Hajoca's unique business model creates that freedom, and our **four strategic priorities** highlight the key aspects of our culture....they can be captured by the formula of  $L(P \times C) = R$  or Leadership times People times Customers equals Results.

I would like to touch briefly on each of these elements with you.

**Leadership** – Hiring and developing world-class **leaders** is critical in our decentralized culture. Our Profit Center Managers are the “heroes” in our business model. Working with a high degree of responsibility, autonomy, and accountability, their job is to inspire behavior in our teammates that delivers great results.

**People** – Staffing our profit centers with knowledgeable and service-oriented **people** respected for their reliability and integrity, and providing them with opportunities for personal and professional growth, is a fundamental part of our success.

**Customers** – We strive to earn the loyalty and trust of our **customers** and to add value to their business, through thoughtful collaboration and genuine concern. This is supported by expert, accurate, and consistently outstanding service.

**Results** – Our goal is to deliver world-class **results** and share our success with the whole team. Our profit sharing program is a special and meaningful way to reward people for delivering superior performance.

The Hajoca business model isn't right for everyone. Profit Center Managers in our culture are held to high expectations, and, in turn, are offered significant recognition and rewards. If you desire the freedom to live into your dream, I trust you will give serious thought to a career at Hajoca.

I wish you all the best in finding the right home for you. I know Hajoca is the right home for me.