



**MISSION,
SHARED VALUES
AND
FISHELOSOPHY**

FISHELOSOPHY is about respect ... for yourself, our Customers, our Suppliers, and fellow Teammates.

Ken Fishel believed that every person had value, if only to serve as a lesson to others.

Every Teammate deserves respect. Being honest creates respect, first with yourself, and then with other people.

When you are honest with other people, that means you are open to hearing their point of view ... their side of the story ... what they value.

Honesty and openness fosters integrity which means you do what you say you will do ... you make choices according to what you value.

Integrity means you are committed to your values.

When you have honesty and integrity you honor yourself and others ... and that eliminates a lot of conflict in your life. It creates personal freedom.

Respect, honesty, integrity, honor, commitment, trust ... that's FISHELOSOPHY.



Diane F. Keeler
Chairman



John E. Phillips
President & CEO



OUR MISSION

To be the Best Choice in Utility Construction and Network Installation Services for our Customers, Teammates, and Suppliers

OUR VALUE STATEMENT

Delivering Best-Value,
On-Time Solutions
to Meet our Customers' Needs
and Specifications

OUR SHARED VALUES

- Celebrate the Customer
- Pursue Operational Excellence
- Be Accident Free
- Promote TEAM FISHEL
- Fund the Cash Profit Sharing Plan
- Remain Union Free
- Provide Great Opportunities for our Teammates
- Promote Winners, Discard Losers

SERVICE EXCELLENCE IS AN ATTITUDE

- Celebrate the Customer! The Customer is *the only* reason for our existence.
- Customer service is the responsibility and highest priority of every Teammate at Team Fishel.
- We are selective in the acceptance and retention of our Customers.
- We identify our Customers' needs and project specifications and plan the job accordingly.
- We establish effective communications, both internal and external, to understand our Customer's perceptions of the value and quality of our service.
- We ensure that any professional, technical, or Customer service problem is resolved promptly.
- We ask our Customers, either formally or informally, to regularly evaluate our performance.
- We provide a quality service that includes timely billing and making a profit.

COMMITMENT TO ACCIDENT FREE

- We believe that in order to be the best we must be the safest contractor.
- Safety is every Teammate's responsibility.
- Every Teammate has the authority and responsibility to inspect and correct unsafe work conditions.
- Effective planning is essential to achieving safe and profitable work.
- Accident Free requires that every Teammate be properly trained.
- We require that we consistently enforce Team Fishel's Safety Policy and Procedures.
- Teammates considered for advancement opportunities must demonstrate excellent safety performance.
- We expect every Teammate to perform their work in a professional, safe and productive manner and adhere to safe work practices, without exceptions.
- We are committed to providing a drug-free work environment.
- Teammate involvement and continuous improvement are critical success factors to being Accident Free.

COMMITMENT TO TEAMMATE DEVELOPMENT

- We believe in our Teammates.
- There is only one way to create value for our Customers - through quality Teammates.
- We recruit, develop, and retain Teammates with the right skills, knowledge, character, and who have a willingness to learn.



- We believe teamwork is necessary to achieving our goals.
- As Teammates, we share responsibility for each other's successes and failures.
- Respect comes from our performance and strength of ideas, not the title of a position.
- We encourage active participation and involvement from every Teammate.
- We identify Teammate needs, expectations and career objectives then provide on-the-job training through mentoring and coaching.
- We recognize and reward individual and Team accomplishments by providing compensation that reflects the value of performance.
- We respect the personal lives of our Teammates.

COMMITMENT TO OPERATIONAL EXCELLENCE

- Quality is the personal responsibility of each of us.
- We set standards for ourselves based upon the expectations of our Customers and our Teammates; then we regularly measure our performance against these standards.
- Our Quality is determined by the experience of each person who has contact with our Teammates.
- When we make mistakes, we learn from them in an effort to improve.
- Whatever we do, our goal is to do it right the first time (DIRTFT).
- Our Officers and Area Managers develop and communicate a vision and direction for Team Fishel.
- Our Officers and Area Managers take the responsibility to influence important decisions, then take equal responsibility to support and implement those decisions.
- We challenge and motivate our Teammates and set high expectations for the job performance of Teams serving Customers and developing Teammates.

COMMITMENT TO PROFITABLE GROWTH

- To be a successful Team, we must be financially successful.
- We invest in our Customers, our Teammates, our Services, our Company, our Industry, and our communities.
- Financial success enables us to attract the best Teammates and build value in Team Fishel while rewarding our Teammates with the Cash Profit Sharing Program.
- We manage our finances in a conservative fashion, maintaining a strong balance sheet so we have the strength to invest in our business even in difficult times, and continue serving our Customers and Teammates.