

THE SHAMROCK COMPANIES WAS FOUNDED AS A HAVEN FOR SELF-STARTING, SUCCESSFUL SALES PEOPLE WHO HAD ASPIRATIONS OF OWNING THEIR OWN BUSINESSES, BUT DID NOT HAVE THE MEANS TO CAPITALIZE OR MANAGE A COMPANY ON THEIR OWN. THAT ENTREPRENEURIAL DRIVE AND SPIRIT REMAINS THE CORNERSTONE OF OUR ORGANIZATION AND SETS THE TONE FOR OUR

## **BUSINESS PHILOSOPHY:**

### **Entrepreneurialism**

Our entrepreneurial spirit will instill a real sense of ownership in the business because our sales people will be accountable for all aspects of the sale, from cultivating the order to collecting the invoice; and for their successes as well as their failures. We are first and foremost a marketing and sales organization. That responsibility will reinforce that nothing happens until a sale is made. We will learn from that experience. And in doing our jobs, we will come to understand and respect the important role that each of us plays in the overall success of this company.

### **Family and Team**

At Shamrock, we will learn that no one person is bigger than the team. While driven by our own personal goals, we will strive for unity in all endeavors. Above all, our employees will have a sense of family and team:

- We will share.
- We will cheer each other on.
- We will collaborate.
- We will respect each other.
- We will pick our employees up when they are down.
- We will succeed – together.

### **Values Driven**

At Shamrock, we will continue to exemplify the standards set by our founder, Neil Bennett:

- We will make decisions that are in the best interest of our customers.
- We will do worthwhile and meaningful work.
- We will be honest, trustful and make decisions that are fact-based and promote goodwill.
- We will eliminate greed.
- We will not be driven by our personal bias.
- We will be fair.
- We will maintain a high level of integrity.

And as our values drive all plans, decisions and actions, we will continue to make Shamrock a better place to work by challenging ourselves and empowering our associates to achieve our goals:

- We will work hard for a good wage.
- We will not be activity junkies.
- We will create jobs and provide opportunities.
- We will offer new incentives.
- We will recognize and reward our employees for their efforts.
- We will work hard to ensure long-term employment for our employees.

Through it all, we will continue to add value to the work place.

At Shamrock, we will continue to advance our position in the marketplace by promoting free enterprise and challenging ourselves as well as our competition:

- We will diversify our product offerings.
- We will raise the bar.
- We will share our vision and define our path.
- We will set our goals high.

### **Community Involvement**

As we prosper and grow, we will share our successes. We will be generous. Shamrock will continue to give back to the community that we serve for the greater good of others. In doing so, we will learn what legacy means.

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