

Corporate Values

- B** Benevolent
Definition: Characterized by or suggestive of doing good.
Our Goal: We want to consistently do positive things for our families, our communities, our members and our Company.
- A** Active
Definition: Engaged in action; characterized by energetic work, participation, etc.
Our Goal: We want to be physically and intellectually active in both our private and professional lives. An active body keeps the mind healthy and vice versa.
- L** Logical
Definition: Capable of or reflecting the capability for correct and valid reasoning.
Our Goal: We want to think methodically and consider all options to avoid making any rash decisions.
- A** Ambitious
Definition: Having a strong desire for success or achievement.
Our Goal: We want to create long-lasting value for our families, our communities, our members and our Company.
- N** Nimble
Definition: Quick to understand, think, devise, etc. or flexible.
Our Goal: We want to be open-minded, innovative and not confined to a single thought process.
- C** Conscientious
Definition: Characterized by extreme care and great effort.
Our Goal: We want to be aware of our actions and the details with the understanding that mistakes impact all of us in a negative way.
- E** Ethical
Definition: Being in accordance with the accepted principles of right and wrong.
Our Goal: We want to what is right, no matter how painful it might be, in all areas of our lives.
- D** Dedicated
Definition: Devoted to a cause or ideal or purpose.
Our Goal: We want to be dedicated to our families, our religions, our country, our members and to each other.

Our values can be summed up in one acronym: BALANCED. For most people, balance is very difficult to achieve, especially the delicate balance between a professional and private life. We believe firmly that family always comes first. We also know that a professional life is necessary to support our families and our lives outside of the workplace. We developed the BALANCED values system as a guide for both our professional and private lives as well as a reminder that one life should not be neglected for the advancement of the other.