

Our Social Responsibility as a Community Leader-2017

We are committed to working locally to improve the social, economical and environmental well being of our community.

Our Corporate Social Responsibility (CSR) is a program of corporate self-regulation that has been integrated into our business model. Our CSR policy functions as a self-regulatory mechanism whereby our business monitors and ensures its active compliance with the spirit of the law, ethical standards and national or international norms. The CSR also outlines a strategy for our efforts to Lead and Serve within our workplace communities.

Legal

We pledge that all of our business practices are legal. Obeying regulations helps protect our customers, who rely on our business to be truthful about the services we sell, and our ownership group, who stand to lose profits if our company is penalized or shut down because of illegal practices.

Economic

Our economic responsibilities include being profitable in order to provide a return on investment to our owners, to create jobs in our communities, to provide a fair and honest living wage to those we employ and to contribute useful products and services to society.

Our goal in being economically responsible means streamlining our processes to find the most efficient ways to run our business and innovating our product offerings and marketing to increase revenue.



Ethical

Beyond abiding by the letter of the law, our ethical responsibilities include managing waste, recycling and consumption. These areas are often regulated by city, state or federal governments, but we as a company will go further than what the law requests and institute policies that help sustain the environment for future generations. GREEN WAY! will be our corporate umbrella program that supports our efforts to grow a greener community. Our green messaging will illustrate how we can help our communities grow and prosper. We will strive to Conserve, Recycle and Repurpose to reduce our footprint on the planet and we will Serve by extending a helping hand within our workplaces and the communities in which we function. Our primary internal responsibility will come in the form of the treatment of our employees. We will provide more than a minimum wage and ensure more than minimum safety precautions for employees; we will provide excellent benefits, insurance and invest resources in building clean and safe workplaces where employees will be happy to come each day.

Philanthropic

Our philanthropic responsibility promotes the welfare of humans and the spread of goodwill. In 2017 our corporate philanthropic efforts will focus on supporting the basic needs of the indigent, homeless and others in general economic need in the Milwaukee Metropolitan Area by working to assist the efforts of [Feeding America-Eastern Wisconsin](#).