 **A**ffirmation & **A**ppreciation

**B**e on our **B**est **B**ehavior

**C**ourt our **C**ustomers

**D**on’t **D**ominate

**E**xcel in **E**xpedience

**F**oster a **F**ollowing

&

 **F**requently **F**ind & **F**eature the **F**abulous

**G**low about our **G**oodness

 **H**onor the **H**alo **H**ypothesis

**I**dentify the **I**ncredible, **I**ndustrious, **I**mpressive & the

**I**ndifferent, **I**nsecure and **I**ndelicate

**J**ust be **J**oyful & **J**ot it down

**K**indle **K**nowledge

 **L**ead them Lovingly to their Location

**M**ake every **M**oment **M**agical

**N**ever **N**eglect a **N**ame

 **O**perate as an **O**wner

 **P**ractice **P**erception

 **Q**uit **Q**uacking

 **R**ounding **R**eaps **R**ewards

&

**R**ecognition **R**eally **R**esounds

 **S**top, **S**ee, **S**erve

 &

 Snakes Stink

 **T**ake ‘em **T**alking

 **U**nderstand **U**tility

be **V**ery **V**isible

be **W**illing to **W**.**A.I.T.**

Don’t **Y**earn for **Y**esterday

Be **Z**ealous!



