

**JFR/WSWP Quarterly Newsletter**

**Our Vision:** We are a leader in our industry, we promote conservation and sustainable practices, and we are stewards of our community.

**Our Mission:** We proudly use wood, a naturally renewable resource, to build value‐added, durable and cost‐effective products ensuring long‐term customer relationships for more than 160 years.

**Core Value of the Quarter:**

**We understand the importance of integrity and ethics.** Do the right thing in every circumstance, every time. Our integrity is only as good as our last action or decision. Our commitment has to be unwavering.

Your behavior defines who you are. You’ll likely encounter an ethical dilemma every day. Consider the consequences of not doing the right thing when making your decision. It shapes your moral beliefs and conduct. People are watching and make long-term decisions about who you are based on your actions. You can’t just change those perceptions based on your words.

**Fun Fact: Pirates wore earrings because they believed it improved their eyesight.**

**Quotes:**

**“I follow three rules: Do the right thing, do the best you can, and always show people you care.**

**–** *Lou Holtz*

**“Do the right thing. It will gratify some people and astonish the rest.”   
―** *Mark Twain*

**“A quiet conscience makes one strong!”   
―**[*Anne Frank*](http://www.goodreads.com/author/show/3720.Anne_Frank)***,***[*The Diary of a Young Girl*](http://www.goodreads.com/work/quotes/3532896)

**“That old law about ‘an eye for an eye’ leaves everybody blind. The time is always right to do the right thing.”   
―**[*Martin Luther King Jr.*](http://www.goodreads.com/author/show/23924.Martin_Luther_King_Jr_)

**“With integrity, you have nothing to fear, since you have nothing to hide. With integrity, you will do the right thing, so you will have no guilt.”**

**–** *Zig Ziglar*

**CEO Corner**



We constantly see and hear about the failures of our leaders and professional athletes to do the right thing. It’s just the opposite in business, as we are held to a high standard with our customers, suppliers and employees to meet our commitments. Meeting these demands is the difference between long-term success and dying a slow death. We all need to understand the importance of integrity and ethics as it relates to the workplace. We must do the right thing all the time, no matter what!