

## Guiding Principles: The Value of Others

By Tanner Ehmke

Remembering the importance of respecting and valuing others this holiday season, here's a recap of past year's Guiding Principles on maintaining our most important relationships – family or otherwise.

**Steve Irsik:** “My father always told my four brothers and me, ‘You boys need to get along. You need to work together.’ That’s the way he and his brothers operated and that philosophy was handed down to us.”

**Steve Henry:** “No matter whether the farm is successful or if people are a part of the farm or not, we’re still family no matter what we do. Who we are as a family is more important than what we do for our occupation.”

**Kip Tom:** “Show humility and respect to one another. You may disagree with somebody, but we need to show deep respect for employees, our neighbors, our community and the industry.”

**Lon Frahm:** “Instead of following the Golden Rule of treating people as you want to be treated, follow the Platinum Rule: Treat people how they want to be treated. Not everyone wants to be treated the same way. Not everybody is you.”

**Reggie Strickland:** “Family’s first. That’s always been our philosophy. No matter what goes on during the day in the business, we can’t carry that home to the family. We also treat our employees like they’re family.”

**Jeremy Jack:** “We get along so well because we have that mutual respect for everybody. You don’t necessarily have to like everybody, but you have to respect others and you have to work together. Everyone’s got to work as a team.”

**Kristjan Hebert:** “We try to make it a safe place to work for everybody. Our biggest worry is guys working long hours, so we try to have them working in teams just to keep an eye on each other.

**Bob Temple:** “I grew up in a small community where I was related or connected to most of the town. I felt they were in my corner cheering me on to reach my God-given best. We strive to provide the same environment here. Together, we’re going to win or lose as a team. We want our team and customers to know and feel how much we appreciate them as well as their business.”