



**ROCKY MOUNTAINS**  
DISTRIBUTING

## Mission Statement

*Helping customers thrive by providing one-stop, lifelong sales, and uncompromising service.*

### VISION

Our dream is not necessarily to be the largest distributor or service provider. Our dream is not necessarily to be the most profitable. However, we will be the best because, like no other company, we help our customers THRIVE!

### DEFINING CONVICTIONS/CORE VALUES

**Hungry.** Courageous, passionate and curious. Eager to do/be the best. Internally motivated, driven, demonstrating a strong work ethic, responsiveness, and sense of urgency. Embraces personal and professional growth. Enthusiastic.

**Customer-Focused.** Recognizes that everybody is a customer. **Sundown Rule.** Plus-1 Service. Empathic. Kind. Uncompromising. Responsive. Passionately goes the extra mile to make peoples live a little easier and a little better. Relentlessly creating *Raving Fans*.

**Team.** Humble, selfless, EQ (emotionally intelligent), patient with others. Respectful. Transparent. Desire to be a part of a team. Collaborative. Coachable. Generous. Holds self and other team members accountable for company vision and cultural core values.

**Spark.** Positive, optimistic, friendly, genuine, and likeable. Intuitive. Approachable, enjoyable, and respectful.

**Innovation.** Fresh, clever, imaginative, and resourceful. Embracing diverse and unique perspectives collaboratively striving towards producing excellent results. Visionary. Adventurously trying new things. Cultivating new ideas. Creating better services, products and processes propelling RMD forward.

### **Fanatical Teamwork**

We imagine a group of diversified team members who are thrilled to be a part of a strengths-based high- performing organization. Our team members know they are more than just employees. They are trained and trusted. They are valued and rewarded. They are equipped and empowered. Every single team member understands and embraces the role they play, passionately carries it out, and takes great joy in being united and focused. But our dream for functioning as a team goes well beyond that. We imagine a team where everyone puts the team first, sacrificing for each other, doing whatever it takes to help customers thrive. They stay late, if needed, to pick up another teammate, and problem solve collaboratively – whatever is needed. The result of helping others thrive is great joy. This experience of teamwork makes working for RMD, on most days, feel like being a part of a family.

### **Superior Customer Service (Deliver plus One)**

We imagine a team that delivers consistent and relentless superior customer service, the finest in the industry. Our hard-working team knows that our customers are more than “customers”, and passionately go the extra mile if needed, to make people’s lives a little easier, a little better. In fact, they routinely put themselves in the customer’s shoes doing what’s best for them. The result is factories, dealers, owners, and operators who are raving fans, who recognize the value of RMD, and respond in kind, creating favorable collaborations. But even when it’s not reciprocated, we commit to continuing to deliver whatever it is that helps the customer thrive. Making other people’s lives better makes our lives better.

### **Excellence**

We will value excellence by creating and sustaining a culture of continuous improvement in the products we offer, our distribution process and services we provide. We will do this through the strong work ethic and innovative spirit of our team.

### **Legacy Impact**

We imagine leaving a legacy, changing our community for good, beginning with our team. Although we dream of offering more than competitive compensation, our hopes go well beyond a solid Christmas bonus. We imagine team members feeling cherished, known, and respected. We imagine enriching each other’s lives, helping one another grow and succeed both professionally and personally, and in doing so realizing their own goals and dreams. We imagine an environment where work is enjoyable, stimulating, challenging, and fulfilling. Doing what we enjoy. Enjoying what we do. We imagine leaving a legacy that goes beyond our team extending to our customers and our communities, whose lives are enriched for having partnered with RMD. We believe there is inherent value in working for the good of others, and in doing so, at the end of the day our lives will be enriched as well.



# The Sundown Rule

A scenic landscape at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The sky is filled with dramatic, dark clouds, some of which are illuminated from below by the setting sun. In the foreground, there are rolling hills and mountains covered in dense evergreen trees. The overall atmosphere is serene and majestic.

Observing the Sundown Rule means we strive to answer requests by the close of business on the day we receive them.

Creating a sense of urgency, a respect for others' time and the unrelenting desire to exceed all expectations, is a vital part of our customer experience.

Our customers and employees understand that we all live in a busy world. The Sundown Rule is just one way we demonstrate that we care, and this is an integral part of our culture.