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Guess that Plane!



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A Tribute to Family: A Lesson of Pride, Honor & Integrity.

A Chronicle

"What is the world coming to?" A phrase our grandparents copyrighted. The question for them is always the same, no matter their age. I see this question as being more relevant than ever right now.

I have been thinking about that question a lot lately, as I am sure we all are given the current state of the world. Keeping the wiser generation in mind, I pose to you another question: What did we learn from our grandparents? Or better, what have we forgotten that our grandparents taught us?

I remember being a kid and listening to my grandparents banter among their old business friends about how deals were done over handshakes. Relationships were important and valued. Building trust was part of gaining the business. The product was of the highest quality, every time. Holding your head high was the result of the day's work that you put in.

I learned firsthand about words that you don't hear much anymore: Pride, Honor, Integrity. Have we forgotten what these words mean? Maybe a positive from the recession will bring back some appreciation for the power that they hold.

The fight between good and evil in this situation is the fight between entitlement and selfless devotion. Entitlement is centered around the selfish rewards. Selfless devotion is the commitment to make our surroundings a better place for everyone, not just ourselves.

The reason that entitlement is damaging our country's culture is that entitlement is the opposite of Pride, Honor, and Integrity. How can you be Proud if you have never poured your heart into something that benefits someone besides yourself? How can you have Honor if you have never stood up for what is right instead of what makes your path easier? How can you feel Integrity if your values are swayed by what you may receive in return from an unethical decision?

The words family business means different things to different people. I think that one of the things it means to me is that I had

an opportunity to see my grandparents embracing Pride, Honor, and Integrity without stopping to question it. I see that as an important lesson for all of us to learn right now. Hopefully we can win the war against entitlement. After all, we would not want to prove that our grandparents were right. That is an "I told you so" we could live without.

Cheers,

Keri Welhart

President/Owner

Kris Welhart

General Manager/Owner

Keeping Life In Perspective

Work Sweet Work

"There's no place like home, there's no place like home, there's no place like home."

-The Wizard of Oz

There is something almost therapeutic connected to chanting that phrase. Try it. Especially for those of you who are feeling stressed or free spirited today. Close your eyes (theoretically that is) and say it with me...**"there's no place like home, there's no place like home, there's no place like home"**. Now. Think back to your childhood...to your home sweet home and all it was, and still is, comprised of. Your mom and dad, your siblings, your pets, the adventurous playtime, the home cooked meals... the whole works. Childhood is definitely the one place in time when life was a piece of cake...no obligations or accountabilities, just pure and simple dependency. Ah, the good ole days.

But before I send you into a nostalgic state of depression, I need you to come back to reality to the present day and time.

If you are willing to give me your full and undivided attention to the end of the article, I am going to be exposing a secret to you; a secret that is the foundation of Stroco Manufacturing's value statement and at the core of our culture. Believe it or not, many of you are actually already privy to the secret. That is because it's a simple principle most of our parents instill in us as young children, one that is centered on the concept of home. And because last week happened to be "Families in Business Week", we couldn't think of a more perfect time to share our secret with you!

Most of you will agree with me when I say home is where the heart is. It's the one place that, unlike everything else, comes with a 100

percent guarantee. And home doesn't necessarily have to be the house you grew up in. It could be any person, place or thing, really. However, for most of us, home **IS** the house we grew up in...the place where our most sentimental memories will remain and the place where our family bonds were built. Ironically enough, it is also the same place where we, as children, spent the majority of our time fantasizing of the great escape into adulthood. So focused on escaping that, we were alarmed and irritated by the sound of our mom singing *Rise and Shine* at 8:00am in the morning to make sure we made it to school by 9:00 am for first bell. And homework? Forget it. That task sent us into rants and tantrums. When dad asked us to put a dish in the sink or help bag some leaves in the yard, it was almost as if he were asking us to lift a 50 pound barbell with our pinky finger.

Time passes by, and suddenly out of the clear blue, the escape we longed for as children kicks in, and at full speed ahead. Adulthood, yuck! For the general adult population, the childhood dream is not so dreamy anymore. The pretending is over and the script you wrote for yourself as a child no longer applies. Time to find a job and W.O.R.K. Mom isn't the alarm clock anymore. You actually have to set your own to make it in on time without her gentle reminders. All of a sudden, adding 2 and 2 doesn't sound that bad anymore, does it? It's almost like you are living in a time warp; one minute you are in a tree house pretending to be Peter Pan and the next thing you know, you are at a desk, surrounded by strangers...on the daily grind.

Once you are here, escaping is no longer an option because there is nowhere to escape to. So you might as well get comfortable and learn to make the best of it. That means putting your game face on, your best foot forward and being cognoscente of when to wear your heart on your sleeve. The secret to making the "best of it" all boils down to one simple principle: living by the "golden rule". When you treat your co-workers how you would want to be treated, you'll begin to notice a transformation. A transformation from being surrounded by "strangers" to being amongst members of your extended family. The negative aura that surrounds the workplace will disappear and be replaced with a positive aura of "Work Sweet Work".

The golden rule is contagious and applying it might send you and your co-workers into a peaceful chant..."**There's no place like work, there's no place like work, there's no place like work.**" The best part: the golden rule will travel with you wherever you go and it does not discriminate. That means, no matter where you are or who you are employed by, dream job or not, work can be

pleasant with the golden rule.

If properly instituted the golden rule will make a workplace the second happy home for everyone involved, even employee's family members. Stroco is living proof of that. In 2005, Stroco adopted the golden rule as the center of their value statement. It is actively embraced and practiced by all Stroco employees, which is why people love working here and why the company continues to thrive.

In closing, we would like to share the basic framework to our not-so-secret secret of a "living by the golden rule" work atmosphere....

The Principle: The Golden Rule

We strive to treat people the same as we desire to be treated. This statement requires that we exemplify characteristics of respect and integrity on a daily basis.

1. The ultimate goal of our operation is to improve the quality of life of our employees. We believe that a person should enjoy the day to be able to enjoy the time at home.

2. Life is about enjoying what you do. We feel that the accomplishments and rewards that are available at work can improve the state of mind of the employee and be shared with their family.

3. We determine our actions by asking a simple question: Is this an environment that you would want your kids to work in?

- Our actions are transferred to our children and those that are closest to us. If our attitude is happy, the people around us will be happier, if our attitudes are negative or sad, then that will be the attitude we transfer.

- When you leave work happy, the time spent outside of work is that much more fulfilling.

The June Plane:

The

HH-65 Dolphin



Fun Facts

1. First flight was in 1980.
2. The Dolphin was manufactured by Aerospatiale Helicopter Corporation.
3. One of the Dolphin's sole purposes is search and rescue missions.
4. The first helicopter certified with a four-axis autopilot which allows for hands-off hover over a pre-determined location.

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