

~SHARING MY PERSONAL PERSPECTIVE~

Dear Friends,

“It is a certainty that shared values encourage cooperative relationships.” I don’t know who first said this, but I certainly believe it to be true. With this thought in mind, I would like to explain the source of my motivation, passion, and joy as we work together at Allmand Bros.,Inc..

What’s This Company All About Anyway?

As a starting point for this discussion, I believe it is important to review the Allmand Corporate Purpose. This Purpose statement drives decisions, both short and long term.

Our Purpose as a Company is:

- ◆ To serve our stakeholders with **Excellence, Integrity,** and **Respect,** and in the spirit of God’s love to be **Authentic** with one another.

We will serve the following five stakeholder groups by:

- ◆ Satisfying **Customers** with high value products and services that provide effective solutions and create real economic value.
- ◆ Creating for **Employees** a fulfilling and productive work environment in which they may grow and prosper in their careers and personal lives.
- ◆ Delivering to **Owners** successful achievement of company goals in a manner consistent with our Purpose, Values, and Balanced Scorecard.
- ◆ Partnering with **Suppliers** to pursue mutually beneficial outcomes.
- ◆ Serving our **Community** as good citizens both corporately and individually.

Taken together, these commitments create a Balanced Scorecard to measure fulfillment of our Company Purpose.

We chart our course to success with three levels of planning:

- ◆ Corporate—Foster a culture based on our values, purpose and balanced scorecard.
- ◆ Business—Creating a lean enterprise that achieves the goals of our balanced scorecard.

- ◆ Marketing—Being customer driven by delivering high value solutions to our targeted customers segments.

The Foundation for this focus – and my Personal Journey

These goals are built upon basic beliefs that I was very fortunate to encounter at a very young age. Quite early in my life, my mother and father, Verona and Walter Allmand, began talking about Jesus of the Bible in very sincere terms, profoundly affecting me, providing the direction that I have chosen to follow in life.

As a young man, I started out thinking there were a lot of things that I could not do or be. Fortunately, as I learned later and began to take Jesus more seriously, I discovered that joy does not come from following my own desires, but rather from following the direction that He provides. As I have followed that direction, it has become apparent to me that Jesus Christ is in fact who the Bible says he is and that the Bible is indeed the Word of God.

I know that this seems radical to some, especially those who have never examined the Bible thoroughly. I have always felt that it was intellectually dishonest to never have thoroughly examined a person who claims to be God himself, and who, in fact, walked this earth 2000 years ago. Today even the world confirms His existence every time the date—2008—is written or used.

A Guide for Living—and the Allmand “Manufacturer’s Manual”

BIBLE: Basic Instructions Before Leaving Earth

Think of the Bible as our “Manufacturer’s Manual” for Living as provided by God, the creator/manufacturer himself. I believe that this is not only the manual for living personally but I believe it is for every facet of our lives including operating a business. This “Manufacturer’s Manual” is in fact the basis for our Corporate Purpose. The Manufacturer’s Manual says that God loves you and me and wants us to experience peace and life that is abundant and eternal. Not bad! Unfortunately, not everyone seems to enjoy this peace and abundant life, because of separation from God through indifference—or even rebellion—to God’s plan for how we live. When we choose to live our own way separate from God, the Bible calls this attitude sin.

In order to fill our innate desires to satisfy ourselves, and often as a way of getting to God, we try to do good “works”. We try different religions, study philosophies, and try to be “moral”. Yet, God has provided a better plan—the opportunity for having faith and belief in Jesus Christ—a plan that caused God great suffering through the death of His only son, Jesus Christ.

Christ died on the cross and rose again from a very well protected tomb in order to pay the penalty for our indifferent, slothful attitude against God himself. So that by our individually believing this unbelievable act of love from God himself, we might then enjoy a personal relationship with Almighty God!

An Individual Choice—And A Great Option!

You'll notice I said *individually*. This personal relationship does not just happen by going to church or only by doing good—but rather by *believing*. It is a personal decision including one's heart, mind, and soul! Anyone, who really takes this *believing* seriously, will begin to become a person with a new attitude and will also begin to understand the “abundant” life that God has planned for her or him. The abundance God provides is simply the “Fruits of the Spirit”—Love, Joy, Peace, Patience, Kindness, Faithfulness, Self-control, Holiness, Goodness, Gentleness....(Galatians 5:22-23). The *Manufacturer's Manual* call this being born again (John 3:3-8) or guided by the Holy Spirit. In other words, one becomes “a new person” who better understands the things of God in a significant, even exciting level not previously experienced. The *Manufacturer's Manual* describes this as salvation—saved from eternal separation (hell) from God, and saved for eternal relationship with God (heaven). “For this reason, Jesus came to save us, not to judge.” (John 3:16)

At this point, the *Manufacturer's Manual* says that we can know that we have eternal life, we can be assured (I John 5:12,13). That knowledge frees us from haunting doubt and allows us to know where we would end up if we died tonight. In order to receive this awesome gift from God, all we must do it to tell him—God—that we truly understand and desire (from our heart) to begin this “career called life” anew, with the benefit and power of Almighty God to lean on, learn from, and to enjoy. Sounds great to me!

So Why Am I sharing My Personal Perspective?

Some individuals will likely have difficulty accepting this knowledge. That is their personal choice, of course. I personally believe this is the most logical explanation of where we came from, why we are here, and where we are going. If you agree that there is perhaps at least a 10% chance that the *Manufacturer's Manual* might be correct, are you willing to take that kind of an eternal chance?

As I see it, even if I am totally deluded regarding this belief in Christ, I have nothing to lose and everything to gain, by choosing Him. What I gain is a life of hope and a life of purpose. When we can trust, respect, and encourage one another as the *Manufacturer's Manual* teaches, life becomes much more enjoyable. It is not a life without problems, to be sure. But it is a life with potential solutions for those who apply biblical principles and allow God's Spirit to empower them.

Now, if I really believe the above is truth, and believe that without accepting this truth we will likely experience eternal separation for God (hell), what kind of friend would I be if I didn't tell you about the way to know God and enjoy Him forever (heaven)? I don't think anyone could call me a friend at all if I did not pass on this kind of news. Therefore, I am motivated to share this good news!

What Does God Have To Do With Building A Business?

You may ask, “How does this thinking about God and business mix?” Well, a rather large part of being in business for me comes for wanting to express God's love in a meaningful way. I

recognize that recent fiascoes like Enron, Global Crossing, etc. put business in a questionable light (man regularly seems to let greed and selfish desire get the best of him).

Business can be a very noble venture:

- ◆ Business creates “new” wealth and provides new technologies to better our world in a great many ways.
- ◆ Business allows for feeding the hungry and liberating the poor through creating jobs and providing funding for a great many helpful projects
- ◆ Business provides the only way to expand the economy.
- ◆ Business teaches discipline in many ways. If done properly, it builds character and is a value creator.
- ◆ Business is central to democracy and allows for the building of a civil society.
- ◆ Business is the core of free enterprise and allows the entrepreneurial spirit to make great contributions to mankind through financial and time donations, the Boy/Girl Scout, the Red Cross, etc.
- ◆ Business creates taxpayers that pay for our law enforcement, educational needs, roads, health care facilities, etc.
- ◆ Business (Commerce) is what happens to Countries at peace.

Business also has obligations:

- ◆ Business has moral obligations to avoid taking advantage of our people, our civilization, and our society.
- ◆ Business is a public trust. There is an ethic required in business, a moral environment and direction that business should be demonstrating.
- ◆ There is great potential in business to serve one another, our community, our country, and our world.

All these obligations follow the Biblical principles, as I understand them. As we learn to respect each other—internal customers, external customers, vendors, our families, we become aware that much ministry—and concern for one another—can occur.

The Challenge of Living our Career Called Life—Both Personally and Corporately!

The problem with all of this “talk” is that individually we all struggle with our attitudes toward God—and each other—at times. None of us has arrived; but we can, and should, keep moving forward as we encourage each other. From my perspective, any other option is neither appealing—nor productive.

We all are stakeholders in this *career called life*. As we live together, work and play together, we each need and desire for someone to care, and someone to care for. Your attitude is either your best friend or your worst enemy, your greatest asset or your greatest liability. It’s your choice; it’s my choice.

If you choose to follow Christ, the Manufacturer's Manual says that the Holy Spirit of God himself will dwell within you, to provide direction and courage to become the man or woman that God wants you to be; likely this is what you really want to become as well.

Tomorrow's Challenges—And Our Journey To Succeed

Reflecting once again on our Corporate Purpose, today it seems to be even more valid, even more relevant today, than at any time in the past. This Purpose becomes challenging at times, as we struggle to move forward in our journey to achieve the expectations. However, wouldn't we each prefer to work with those who struggle with rather lofty goals than to work alongside those who are satisfied with very mediocre results? No, we certainly have not reached our goals, have not reached the peak—but we are progressing in the journey! They are worthy goals—worthy of our energy, and worthy in God's eyes...That's settles it for me!

Because You Are An Important Contributor!

I thank you for your contribution to Allmand Bros., Inc. in the past and in the present—and ask for your continued input and ideas in the future. I know it is frustrating at times when nothing much seems to happen regarding items that are of concern to you. In our journey to improve and succeed, there are numerous opportunities to grasp, and challenges to meet to assure Allmand's viability in the future.

Certainly one of the most significant opportunities is to continue to grow in our desire to care for one another. We want to strive to increase the awareness of our interdependence, recognize our needs for teamwork, and increase our encouragement of one another as we continue our journey into the future. There is no new “discovery” here as far as caring is concerned—just sound Biblical principles that work.

In closing, I would encourage you to consider the Biblical claims of Jesus Christ. He died to meet you and me. For each one of us, it is intellectually honest to consider these claims—it may be the most important decision you will ever make. *It certainly has been for me!* I realize this discussion may seem “Holier than Thou” and a bit presumptuous on my part. It is not meant to be that at all. Rather, I just offer my experience and thoughts for your consideration as we “journey” through this “*Career Called Life*” together.

Very Sincerely Yours in Christ,

Roger Allmand

PS: If you would like to talk further regarding these thoughts, I would be pleased to visit with you.