

AMURCON UPDATE

The Newsletter of Amurcon Corporation of Virginia and Amurcon Realty Company

Amurcon Moves Into the Future with a Definite Purpose

Since our beginning in 1977, Amurcon has evolved and grown. We have all seen many changes, including the products we build, the services we provide, the locations in which we operate and the size of our organization (to name just a few).

Despite all these changes, our general purpose and the values that we share as a business team and as individuals have remained the same. When we were a small organization, it was easier to convey that purpose and those values to new team members informally through our daily interactions. We are finding, however, that Amurcon has grown to the size that we can no longer rely on just an informal network to convey this important information. This article is our first step in a more formal program. Later you will see plaques, posters, other articles, and meetings.

After much thought and refinement, we have formulated a mission statement for Amurcon. Simply put, a **Mission Statement** is a written explanation of the purpose of the business. Ours is:

TO PROVIDE HIGH QUALITY, AFFORDABILITY, AND VALUE IN HOUSING AND HOUSING MANAGEMENT SERVICES, WITHIN THE MID-ATLANTIC REGION, TO MEET CUSTOMER NEEDS AND INVESTOR OBJECTIVES.

Everything each of us does here at Amurcon should assist the team in fulfilling that purpose. If you don't see how something you do in your job helps us realize our objective, please discuss this with your supervisor or any other member of the management team. Maybe, as you think about our purpose, you'll see things that could be done better or new things that would make us more successful. Tell us your ideas. Remember, for Amurcon to successfully fulfill its purpose, every member of the team must make the maximum effective contribution.

In addition to a mission statement, we have identified the values, beliefs, and philosophies that are important to us. These "Corporate Values" are the building blocks we use in developing our business strategies and action plans.

AMURCON CORPORATE VALUES

We believe that:

- the Customer comes first—our job is to provide service and satisfaction;
- people are our most important asset;
- we must give respect to individuals—Customers, employees, and all others we deal with;
- Amurcon works as a team;
- we must be fair and honest in our business dealings;
- quality is everything;
- reliability is a cornerstone of our success;
- it is essential that we listen to all opinions;
- it is important to develop and maintain a good reputation;
- we must deliver high value products;
- we need to provide clean, well maintained communities;
- the best attitude is: "We can do it better";
- we will expand and grow as a successful business;
- we must be a responsible corporate citizen of the communities we work in;
- completeness is critical to our success. We must follow through and get things done in the time frame required.

We will be having more in-depth discussions of these values in future articles. If you've seen specific examples of the use of these values that you'd like to share with the rest of the team, please submit them to the Editor.

If you have any ideas of how we can improve the communication of this valuable information, please contact Steve Rigelsky.

Working each day with a purpose and with people who share the same values is what has made Amurcon fun and successful. Together we can make the future even better. ■

Amurcon recognized as an Industry Leader

Amurcon was once again listed in *Professional Builder* (July 1989) as one of the nation's Housing Giants. The ranking was done based on 1988 revenues and production. By revenue, we are ranked 310th in the nation (last year we were ranked 348th). By number of living units (homes and apartments) built, we were ranked 248th.

Earlier this year *Builder Magazine* (a publication of the National Association of Home Builders) listed us as a Company to Watch. We were ranked 196th based on number of units started in 1988.

These recognitions speak highly of the accomplishments of the entire team. Congratulations to all on this significant achievement.