

Barnes and Noble Mission Statement

"Our mission is to operate the best specialty retail business in America, regardless of the product we sell. Because the product we sell is books, our aspirations must be consistent with the promise and the ideals of the volumes which line our shelves. To say that our mission exists independent of the product we sell is to demean the importance and the distinction of being booksellers.

"As booksellers we are determined to be the very best in our business, regardless of the size, pedigree or inclinations of our competitors. We will continue to bring our industry nuances of style and approaches to bookselling which are consistent with our evolving aspirations.

"Above all, we expect to be a credit to the communities we serve, a valuable resource to our customers, and a place where our dedicated booksellers can grow and prosper. Toward this end we will not only listen to our customers and booksellers but embrace the idea that the Company is at their service."

American Youth Soccer Organization (AYSO)

To develop and deliver quality youth soccer programs which promote a fun, family environment based on AYSO's Six Philosophies:

- Everyone Plays®
- Balanced Teams
- Open Registration
- Positive Coaching
- Good Sportsmanship
- Player Development

Toys 'R Us Mission Statement

As the world's leading dedicated toy and juvenile products retailer, we understand the trust parents place in us to ensure the safety of the products we sell and to provide only the safest shopping environment for them and their families. We take that responsibility very seriously. One of the important parts of our mission as a company is to help parents keep their kids safe.

We fulfill this mission by working vigilantly on behalf of our customers to look for ways to raise the bar on product safety in our stores. We have put in place industry-leading product safety standards that meet federally mandated requirements. In many instances, we have gone beyond existing standards to ensure the safest shopping environment for our customers. In addition, we provide the resources parents, grandparents and childcare providers need to ensure they have the most up-to-date information on product safety and recalls.

Beyond product safety, we strive to make available the necessary information and products to help parents and caregivers prevent accidental injuries – one of the leading causes of death in children under the age of 14. We do this by partnering with organizations like Safe Kids USA and the Injury Free Coalition for Kids to develop tips and guides, and ensuring that our merchandise assortment includes products and equipment like bike helmets and elbow and knee pads.

At Toys“R”Us, Inc., we love kids and babies, and our commitment to their safety is non-negotiable. You can be sure that at every turn, we will continue to look for ways to fulfill our commitment to the safety of the families we serve.

3M: A Global Innovation Company

3M is a global innovation company that never stops inventing. Over the years, our innovations have improved daily life for hundreds of millions of people all over the world. We have made driving at night easier, made buildings safer, and made consumer electronics lighter, less energy-intensive and less harmful to the environment. We even helped put a man on the moon. Every day at 3M, one idea always leads to the next, igniting momentum to make progress possible around the world.

Our Values

- Act with uncompromising honesty and integrity in everything we do.
- Satisfy our customers with innovative technology and superior quality, value and service.
- Provide our investors an attractive return through sustainable, global growth.
- Respect our social and physical environment around the world.
- Value and develop our employees' diverse talents, initiative and leadership.
- Earn the admiration of all those associated with 3M worldwide.

Subway

Delight every customer so they want to tell their friends – with great value through fresh, delicious, made-to-order sandwiches, and an exceptional experience

Santa Monica Public Library

To provide resources, services, and a place to encourage the community to Read, Connect, Relax, and Learn

Microsoft Corporation

Our Values

As a company, and as individuals, we value integrity, honesty, openness, personal excellence, constructive self-criticism, continual self-improvement, and mutual respect. We are committed to our customers and partners and have a passion for technology. We take on big challenges, and pride ourselves on seeing them through. We hold ourselves accountable to our customers, shareholders, partners, and employees by honoring our commitments, providing results, and striving for the highest quality.

Smucker's Commitment to Quality

Quality applies to our products, our manufacturing methods, our marketing efforts, our people, and our relationships with each other.

The Smucker family of brands will continue to be known as the highest quality products offered in our respective markets. We only produce and sell products that enhance the quality of life and well-being. We continuously look for daily improvements that will, over time, result in consistently superior products and performance.

Our growth and business success have been built on a foundation of quality, earning the trust of our constituents in our products and our people. At Smucker, quality will continue to come first.

The Mission of Southwest Airlines

The mission of Southwest Airlines is dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit.

To Our Employees

We are committed to provide our Employees a stable work environment with equal opportunity for learning and personal growth. Creativity and innovation are encouraged for improving the effectiveness of Southwest Airlines. Above all, Employees will be provided the same concern, respect, and caring attitude within the organization that they are expected to share externally with every Southwest Customer.

The Kellogg's Corporation

For more than 100 years, we've worked passionately to help families be their best. And it all starts with breakfast. That's why we're always looking to provide new ways to make a positive impact on the people we touch every morning.

With every morning comes a new beginning. It is an opportunity for all of us to realize the potential of the day. And when we start the morning right, there's no end to what each day can bring.

At Kellogg we believe that when you start with a great breakfast, great things can happen. That's why we make foods that you and your family know, trust and enjoy. A variety of great-tasting, good for you favorites that get you going so that you can make the most of every moment.

That's the power of breakfast.

The Wells Fargo Culture

We define “culture” as knowing what you need to do when you come to work in the morning without having to read a manual or be told what to do.

Culture is the attitude we bring to work every day— the pattern of thinking and acting with the customer in mind. It’s the habit of doing the right things, and doing things right. It’s a thousand behaviors inherited from team members who came before us, behaviors that we model today and then pass on as our legacy for team members who come after us. It’s behaviors and attitudes that are core to who we are: respecting differences, honoring deadlines, listening to each other, keeping promises, returning phone calls and emails as promptly as we can, being on time for meetings.

Our success has as much to do with attitude as aptitude—what’s in our hearts, not just our heads. Our success depends on how much our team members care for each other, for their customers, their communities and our stockholders.

Enthusiasm and caring enable ordinary people to do extraordinary things. We want our culture to embody care and enthusiasm. We want our team members to have fun—because success without fun never lasts, and fun without success isn’t much fun. “Fun” for us means enjoying our work, enjoying the people we work with, enjoying the difference we make in the lives of our customers and communities, and celebrating our achievements together as a team.

NIKE
OUR MISSION:

TO BRING INSPIRATION AND INNOVATION TO EVERY
ATHLETE* IN THE WORLD

*IF YOU HAVE A BODY, YOU ARE AN ATHLETE

Levi Strauss and Company

Our values are as much a part of Levi Strauss & Co. as the people who live them, every day.

Empathy — Walking in other people's shoes

Empathy begins with paying close attention to the world around us. We listen and respond to the needs of our customers, employees and other stakeholders.

Originality — Being authentic and innovative

The pioneering spirit that started in 1873 with the very first pair of blue jeans still permeates all aspects of our business. Through innovative products and practices, we break the mold.

Integrity — Doing the right thing

Integrity means doing right by our employees, brands, company and society as a whole. Ethical conduct and social responsibility characterize our way of doing business.

Courage — Standing up for what we believe

It takes courage to be great. Courage is the willingness to tell the truth and to challenge hierarchy, accepted practice and conventional wisdom. It means standing by our convictions and acting on our beliefs.

We are the embodiment of the energy and events of our time, inspiring people from all walks of life with a pioneering spirit. Generations have worn Levi's® jeans, turning them into a symbol of freedom and self-expression in the face of adversity, challenge and social change. Our customers forged a new territory called the American West. They fought in wars for peace. They instigated counterculture revolutions. They tore down the Berlin Wall. Reverent, irreverent — they took a stand.

Cut from the best cloth.

Crafted with expert care.

Designed for the long haul.