

# **GOPHER SPORT**

*A Direct Marketing Company*



Gopher Sport is a leading supplier of unique, high-quality, sports, physical education, fitness and early childhood products. Since 1947 we have earned the trust and respect of our customers by providing the very best service and products available. We are dedicated to providing products that will improve fitness, develop skills, create fun, and help everyone reach a high standard of learning and living. All of our products have a 100% unconditional satisfaction guarantee.

To see our vast product line, visit us at:

- **Gopher:** [www.gophersport.com](http://www.gophersport.com)
- **Play with a Purpose:** [www.pwap.com](http://www.pwap.com)
- **Gopher Performance:** [www.gopherperformance.com](http://www.gopherperformance.com)

## **Gopher Sport Vision Statement:**

Increase the happiness, confidence, and self-esteem of young and old by helping them lead more active and healthy lives.

## **Gopher Sport Mission Statement:**

To serve physical educators, coaches, recreation directors, and fitness professionals by providing a unique combination of high-quality, innovative sports equipment and curriculum ideas that improve the effectiveness and enhance the impact of these programs.

We have recently moved into a brand-new office facility and state-of-the-art distribution center in Owatonna, Minnesota (pictured above).

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## **Gopher Sport Core Values:**

### **CARING**

We will be respectful, caring, fair, and compassionate in all our dealings with Team Members. This caring attitude produces healthy relationships and enhances the confidence of Team Members as they function in a supportive work environment.

We will create challenging high-standard jobs, but ones that also allow Team Members time and energy for family and personal pursuits. In addition, we hope to have a positive influence on Team Members' personal lives by sharing helpful information regarding key life issues, holding family-positive Team Member events, and being supportive in the event a Team Member goes through a personal crisis.

Finally, we will give 5%-10% of pretax profits to Christian and non-Christian organizations ministering to youth, family, the poor, and the disadvantaged.

### **INTEGRITY**

We will handle all external and internal interactions with the highest degree of integrity and ethical standards. Integrity is the foundation upon which trust is built. In that regard, Team Members, customers, suppliers, shareholders, and the community will be treated in a fair, open, honest, and consistent manner.

We will only enter into business activities that comply with the letter and spirit of the law, and meet high ethical and moral standards.

### **CUSTOMER SATISFACTION**

We recognize that our future success depends on our ability to consistently satisfy the changing needs and wants of our customers. The primary focus of the company and the efforts of all its Team Members will be directed toward exceeding customer expectations.

We will do the extraordinary when necessary to ensure customer satisfaction and sustain long-term customer relationships.

### **TEAM MEMBER PARTICIPATION**

We are dedicated to building and sustaining a strong team organization. Ideas for improvement will be sought from all Team Members. Openness, effective listening, sharing of information, and the welcoming of new ideas is encouraged and expected.

We believe active Team Member involvement and input leads to better decisions, plus broader organization support for the company's direction, values, and principles of operation.

### **CONTINUOUS IMPROVEMENT**

We will seek to continuously improve every activity within our organization. We will hold ourselves to high standards of excellence in every area and increase these standards appropriately as we achieve new levels of performance. This focus on excellence raises the sights of the organization and its people. It is a developed habit that will enable us to differentiate and distance ourselves from our competition and prosper in a changing marketplace.

### **GROWTH**

We are committed to generating double-digit annual growth rates from profitable sales. Gopher Sport's high growth rates will create new opportunities for Team Members to advance. Toward that end, we will provide rewards, incentives, and encouragement for personal Team Member development.

The combined emphasis on company growth and individual Team Member growth is intended to be mutually reinforcing and strengthening.

### **PROFIT**

We will seek to consistently achieve above-average profit rates in the industries in which we operate. Meeting these high profit standards will take priority over the pursuit of sales or market share gains for their own sake.

Consistently strong profit rates are fundamental to our long-term health. Solid profits help fund growth, provide for capital investments, enable excellent compensation packages for Team Members, and reward shareholders with attractive returns.

### **FUN**

While we are committed to setting and meeting the highest performance standards, we will encourage Team Members to balance doing business with the spirit of having fun along the way. A professional culture directed at achieving profitable objectives, along with permission to have fun, helps Team Members communicate and function more effectively together.

We expect that Team Members who have fun at their jobs will enjoy coming to work, will achieve greater satisfaction, and will have a higher commitment to the company's mission of exceeding customer expectations.