

The Pacesetter Way

It is everyone's individual responsibility to appropriately encourage and help all associates consistently follow these behaviors.

8. Take the Success of Pacesetter Personally: Our primary goal is the long-term success of our company. You are a reflection of our organization and you must view your decisions and actions from this perspective. Understand the bottom line. Ensure that your investments of both time and money positively impact the profitability of Pacesetter. Align your focus to be in support of the following: Sales minus Cost equals Profit.

I am going to be honest. I have written and rewritten this blog a few times now. It is especially hard for me to write. That is because Pacesetter is personal to me, very personal. Our team is my family. I choose to lead Pacesetter so that I can join with our team in making our company successful so that we can take care of our families and give back to the community around us. I see our success as something to celebrate together. I see each of our family members' (spouses, kids, grandkids, parents) successes as something we should celebrate together. I take great joy in seeing posts on our family success wall, watching kids be born and then turning around the next day to be signing cards congratulating them on graduating high school. This is what being a part of the Pacesetter Family means to me. This is what the success of Pacesetter looks like to me. We are all here to support one another. To be there through the good and the bad. We strive to make Pacesetter better and more profitable each day so that we can give back more to our families and the community in need around us.

It is personal. Not only for me who grew up at Pacesetter. But for all of us. It is the 100% we give each day that drives our company forward. It is our collective efforts that allow each of us to support our individual and larger family goals as a whole. Pacesetter's success depends on all of us as a team. Each of us as individuals have the ability to make our company more successful by the decisions we make. By taking ownership in Pacesetter and treating it as if it were our own, we are investing our time and energy in something much greater than ourselves.

I am proud to be a Pacesetter team member and all that it stands for. I have the greatest family on earth. Our team is passionate, generous, talented and truly just amazing and outstanding. I want to thank every single one of you for everything you do each and every day to make our company great! This is a special place because of our team. Together, let's continue to grow our company and make it more profitable. I look forward to celebrating all of life's successes with our team, both personal and professional. With our team, NOTHING IS IMPOSSIBLE!

“Impossible is just a big word thrown around by small men who find it easier to live in the world they've been given than to explore the power they have to change it. Impossible is not a fact. It's an opinion. Impossible is not a declaration. It's a dare. Impossible is potential. Impossible is temporary. Impossible is nothing.”
— Muhammad Ali



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