

Happy New Year! Reflecting on 2017 - a great year filled with culture, growth and honors! - and looking ahead to 2018 as One Team

It's hard to believe we are already in the second week of February!

What is very important to us here at Columbia Roofing & Sheet Metal is our culture. So, in line with this core value of creating and maintaining a healthy and fun professional work environment, we implemented the FISH! Philosophy a year ago. You may wonder, 'What's the FISH! Philosophy?' If you visit its website: www.fishphilosophy.com, you'll learn that it's "a fresh and powerful training solution." It involves four easy-to-use practices: Make their day; Be there; Play; and Choose your attitude.

What is new this year is that we've evolved with a new theme: One Team! After all, the success of our business is all about our people. This theme centers around our core values: Integrity, Relationships, Respect, Results and Safety.

Here's a little background about the inspiration behind the training solution is Seattle's world-famous Pike Place Fish Market. Documentary filmmaker John Christensen was visiting the city when he heard cheering in the distance and he stumbled upon the scene of employees tossing fish among each other and to the crowd. The website story shares: "I want what these guys have." And, the FISH! Philosophy was born from this experience Christensen had.

Last year four Columbia Roofing & Sheet Metal employees earned "Being Fishy" awards, which are given to those deserving employees who are nominated by their fellow employees.

Kendall Ekerson, in charge of Business Development and Recruiting, says the awards and FISH! bonding events are an important part of the program. The employees who earned the honors last year were: Tualatin-based employees Michelle Duvall, Allen Rogstad and Erin Warrick as well as Kent, WA-based Dylan Bromley. The events included: a February Easter egg hunt; an April Los Angeles Dodgers game in Long Beach, CA; an August rafting trip; and a September company picnic.

We look forward to more fun and awards in 2018! We'll keep you posted on our One Team efforts.

According to Columbia Roofing & Sheet Metal CEO Mark Carpenter, he sees a direct relationship with a positive company culture and the business' bottom line.

"Culture gives you bottom line results and the FISH! Philosophy is a tool we use for constantly improving our culture here," Carpenter said. "We are living our core values and we have the culture to back up what we preach. This is truly a wonderful, sometimes not easy, place to work every day!"

Speaking of bottom line, we expect our sales to increase this year by about 70 percent and employees grew from 65 this time last year to 90 today! At our branch, Long Beach Roofing, we welcomed two people to key positions within the company: Terry Brown and Mike Walker.

Additionally, we are proud of earning some pretty cool awards last year! First, there was a 2017 Perfection Award from Carlisle SynTec Systems as well as being named to its 2017 Perfection Council for the last three out of four years. We were one of 34 applicators in North America - the only one in the Northwest - to receive this year's honor to this exclusive industry council.

2017 was also big year for Mark's daughter Kendall. The new mom to Stella Ekerson graduated from FEI, Future Executives Institute, offered through the National Roofing Contractors Association at Northwestern University Kellogg School of Business in Chicago, IL. She also organized the first Oregon chapter of National Women in Roofing, which now has 25 members.

Additionally, she and Mark were honored by the *Daily Journal of Commerce's* (DJC) newest award program, **Phenoms & Icons**. The event was held at the Sentinel Hotel in Portland on Dec. 14. The awards' ceremony was established by the DJC to honor the building industry's long-time leaders as well as recognizing the up-and-coming professionals expected to share the future of architecture, engineering, construction, development, transportation, energy and sustainability in the region.

We are looking forward to more of the same in 2018. Thank you for your support of our amazing and growing company. We are One Team!

Sincerely,

Mark Carpenter