

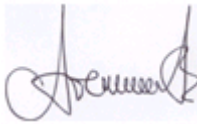
Our Core Values

Luke 1:37 — “For with God nothing shall be impossible”
Luke 10:27 — “Love the Lord your God with all your heart and with all your soul and with all your strength and with all your mind; and,
‘Love your neighbor as yourself.’”
Philippians 4:13—“I can do all things through Christ who strengthens me”

Our core values and principles motivate, and characterize our very nature and guides our conduct, and decision making. Following these core values has brought us great success. Nowell’s founding core values:

1. We believe that through faith in our LORD and SAVIOR Jesus Christ, the seemingly impossible can be accomplished! This is essentially how this company was built—by faith from first to last, therefore we encourage strong faith in the Lord, and not in ourselves ([ref. John 14:1-6](#))
2. We believe it is our highest duty to be faithful servants of our customers, providing them with the very best of our services—which includes going far above and beyond our customers’ expectations of us
3. We believe it is in our own interest and the interest of our customers for each of us to strive in achieving these excellent ideals:
 - ❖ Honesty and Integrity, even if the Truth does not appear to work to your advantage
 - ❖ Hard work and Due Diligence
 - ❖ Ownership of Responsibility
 - ❖ Possessing vision and sticking to it regardless of the costs or sacrifices
 - ❖ Patience
 - ❖ Perseverance
 - ❖ Humility
4. We also believe it is our functional goal to generate wealth for our community including owners, shareholders, country and the world at large. We believe in the moral excellence of sharing so we can be a source of hope and blessing to the world
5. We believe in leadership by stewardship: which means the best way to lead is to serve, believing that best servants make the best leaders in the long run

January 22 2002,



“Give thanks to the LORD, for he is good. His love endures forever.” – Psalm 136:1
“For it is by grace you have been saved, through faith—and this not from yourselves, it is the gift of God” – Ephesians 2:8
Lev 11:44, 1 Pet 1:16 “For it is written, “You must be holy, because I am holy.” ”