

## **COMPANY HISTORY**

The history of an organization represents a significant guide for employees to comprehend the company's policies and philosophy and its potential for future growth. The past holds some significant milestones for the Company that demonstrate for current employees the vision and strategy that has, for over forty years, successfully produced jobs and services for a growing number of people and businesses.

With a degree in accounting from the University of Cincinnati, a tour of duty in Germany during the Korean War, and a background in marketing and sales, Stan Tashman launched the business in January, 1961 with one line, Oxwall Tool, which he represented for twenty three years. He traveled across California, Arizona and Nevada for the first five years. He opened his first office in 1976 and began to expand line structure in housewares and hardware. In 1980 and 1981, dramatic changes included relocation to Santa Monica.

A matter of great significance that has had a profound effect on the Company's direction and momentum is Richard Tashman's joining the Company upon his graduation from San Diego State University in 1981. Richard and Stan became a father-son team that has produced synergy in sales and management. As a collaborative team, they have moved deliberately and aggressively into the dynamic marketplace to represent premier manufacturers in the home-improvement retail industry. Today, Richard, as president, is a creative and dynamic force in the Company's continued expansion.

Another significant milestone was the acquisition of the Company's current headquarters, 1537 14th Street in Santa Monica. Since 1988, this location has facilitated the expansion of both staff and technology.

In an era of major business mergers and a declining customer base in California, the Company has continued to accelerate growth. This growth can be credited to several critical strategies:

An aggressive sales force sensitive to detail for customers and factories;

An honorable reputation built over 40 years of adherence to the highest business ethics;

The vision of management to create its own future through market sensitive technical developments and services; i.e. A professional in-house service team covering 14 western states.

The commitment of exceptional employees whose loyalty, dedication to quality performance, and initiative for self development has enabled the Company to transform itself from a one man entrepreneur to a well positioned business entity employing more than 500 people and stimulating economic opportunities for many others through sales.

Management acknowledges that they are only as effective as each employee's contribution to the mosaic of tasks and decisions that enable the organization to function

as a well organized entity. The Company's growth and its future for prosperity rests on this factor.

History is said to repeat itself. Our history and experience gives us great confidence in a strong future based on our principles and our dedicated team, committed to excellence.

