

PRESIDENT'S MESSAGE

At Stan Tashman & Associates, Inc. (the "Company"), our customers, factories and employees are our primary assets. All objectives are focused on the achievement of excellence in sales and service. We are committed to representing those manufacturers whose products meet the highest standards for consumers.

These goals are achieved by strict adherence to the following primary principles:

- 1) We shall conduct our affairs with uncompromising honesty and integrity. At every level, everyone is expected to adhere to the highest standards of business ethics. As a practical matter, ethical conduct cannot be assured by written policies. It must be an integral part of the organization's practices, a deeply ingrained tradition passed from one generation of employees to another, a deeply held personal value.
- 2) The Company employs highly capable, innovative people at every level in the organization. Our employees are encouraged to take responsibility to upgrade skills and capabilities through continuing programs of training and education. We must expect every employee to continually seek more effective and productive ways of performing work. Open communication is encouraged at all levels within the organization.
- 3) Employees may expect energetic leadership that welcomes and promotes new ideas and innovations. Management will work in unison with employees toward common objectives, recognizing that it is through effective, cooperative effort that the ultimate achievements can be recognized.
- 4) Let us recognize that accuracy, courtesy and professionalism is our trademark. These characteristics are exhibited through the individual performance of each employee, not only in interaction with customers and factories, but with each other.

The market is a dynamic and ever changing mosaic. Despite economic adversities experienced by California and the nation during the last five years, the Company achieved sustained growth. While many agencies down sized in response to the consolidation of major stores and the elimination of others, we more than doubled our service division. We also expanded sales and office support staff to support the increasing needs of our customers. Our business is not limited to our own staff. Our activities have a global effect, stimulating jobs in many areas of the United States and foreign countries.

The success and continued growth of our organization depends on the individual commitment of each of us to excellence.

Rich Tashman, President