

## OUR VISION

By: Boris Miksic

### ***"Vision is the ability to see things that are invisible"***

As CEO of the Cortec Corporation, it is my job to help create and to champion our company's vision. Vision is important because without it, nothing grows. These visions have always been created with the conclusion in mind, which have involved the growth of Cortec as the ultimate ending. Sometimes, the ending may not be quite what I initially envisioned it to be, but these visions usually help take us to the next level. I believe that we would all agree that it is easy to view the past and difficult to see the future. Looking to the future is not easy because it takes courage, risk and commitment, not just by me, but also from every member of the Cortec family. Your commitment needs to start with faith (belief without evidence) that we are the best at what we do and we provide the best to our customers.

Today, we are ready to take our company to the next level of growth. We need to have everyone working as a team in order for us to reach our corporate vision, as well as our personal goals. We all win when we work efficiently together. We need to continue to produce breakthrough products and applications. We need to focus on increasing our sales and reducing our expenditures. Your actions will continue to keep our products competitive in today's world market. It's a challenge, but you can do it! It will be fun. Think about this as the vision of Cortec:

- World Class Product Offerings  
*An innovator and designer of leading edge products*
- World Class Customer Service  
*A positive, long-lasting impression through every link of our company*
- An Ethical and Respectful Company Culture  
*Respect and treat our colleagues, customers and vendors as we would our own family members*
- A Company Atmosphere which Fosters Continuous Improvement and Open Communication  
*Teach each other. Make it better. Improve at your job.*
- Achieve Profitable Sales Growth  
*Nothing will grow without your cooperation.*
- HAVE FUN!  
*"If you choose a job you love, you will never work a day of your life"  
I love to see people that do a great job and have fun doing it! These are the real company Heroes.*