

The Channel Deal:

The Universal Guide to the Channel Team Rules

Forward

This handbook is designed to inform you about a fairly boring topic – policies and procedures – and to try to prevent you from falling asleep while reading it. We hope we have succeeded!

If you do indeed nod off while reading it, please let us know about this unfortunate result as soon as you wake up. We'll try to mend our ways.

While we have worked around the clock every day for about 7 years on this manual, we have not been able to think of everything. And many of the things that did occur to us we chose not to include. Remember, we don't want you to fall asleep.

So, if you have questions that are not answered in this handbook ("Why are there so many bald guys in this company?" "Where the heck *ARE* Carroll, Iowa and Kentland, Indiana?" "Are Twinkies a popular office snack?"), don't be alarmed! Just ask your supervisor or the human resources assistant in your company. Remember, you don't need to live with chronic corn-fusion. There is a cure – and recognizing you have symptoms is the first step towards the cure.

Happy reading!

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Welcome to Channel Bio Corp.!

On behalf of everyone at Channel and our seed brand subsidiaries – welcome! We are delighted to have you on our team.

We believe that American agriculture is one of the greatest endeavors on this fine planet, and we are extremely proud of our part in it. We believe that we play a unique role by:

- Helping the American farmer to plant the best seed available,
- Keeping his life as uncomplicated as possible in this complicated world, and
- Putting fun into the equation – a highly medicinal commodity in today's business environment.

We are ***totally*** dependent on our fantastic team to make this happen. We hope you become a star on the Channel team.

To take your place on the team, you need to know what we stand for and how we work together. Read on. You will be tested at the end.

Mission Statement

Well, now you will have a chance to experience one of our key beliefs with team members – always be honest. ***OK, we don't have a formal mission statement.*** However, we have a vision about who we are and what we want to be when we grow up. Here goes.

We sell seed and advice to American farmers. However, that's not what we really sell.

- ☆ What we really sell is the ability for a farmer to send his kids to college, to put an addition on his house, to take a wonderful trip with his spouse. We do this by providing fabulous seed and by doing everything in our power to make sure it is planted in the right place, at the right time, in the right way.
- ☆ We also sell solid sleep at night. We do this by noodling over our customers' seed concerns, solving them ahead of time, and striving to provide all-round top-notch service. We sell trust.
- ☆ Finally, we sell memories. Life is all about the special times our customers remember fondly when they look back on them. Whether it is the memory of looking at a field of healthy, top-yielding corn and knowing that their harvest will be bountiful... of learning about this wonderful world by going on an agricultural trip to Germany... or of hearing a great joke from their seed advisor – this is also what we sell.

What do we want to be when we grow up? We simply want to be the best at what we do. That doesn't necessarily mean the largest, although we are finding that growth is a pretty nice by-product of our philosophy of doing business. We are currently a Top-Ten seed company in size. Our goal is to become #1 as measured by quality and market reputation.

Core Values

These values represent who we are. If you read them and realize that you're coming from somewhere else – we need to talk! We think about these every day and evaluate our efforts by measuring against them.

Integrity/Respect/Fairness: *The most important thing we sell is our integrity as seedsmen and seedswomen!* When integrity is coupled with fairness, respect follows. We strive every day to earn the respect of our customers and colleagues.

Passion for Win/Win: If the customer wins, we win. Same deal with our team. If the team wins, we all win. We don't tolerate win/lose approaches.

Fun: Life is not a dress rehearsal. If we can't enjoy our customers and each other – what are we doing here? (Duh...!) We believe in working hard, but also in putting fun into the equation.

Simplicity/Good Judgment/Common Sense: What a mouthful! Our industry is pretty complicated. We firmly believe that we add great value by keeping things as simple as possible, making sound judgments and using common sense. None of this happens without doing a lot of listening to our customers -- and to each other.

Ownership: Our successes, our failures -- we own the results. If we have a problem, we fix it. If we have success, we share it. Everyone on the team owns the results.

Profitability: We do not run a losing business. Profitability enables us to ensure top quality for our customers, stability for our employees, and survival through downturns. Just as for our customers, profitability is also fun and is the sign of a championship operator.

Company Structure

Channel Bio Corp. is made up of a few people in “Channel headquarters” and a lot of people in our seed brand companies. Almost everyone falls into one of the following groups:

Sales and Marketing Made up of our salaried sales force (there are also commissioned guys who are not Channel employees), the sales managers, the folks who work in Sales Administration (they give us all that wonderful support – like brochures, meetings, letters, etc.), and the Marketing brains. Our sales force positions the product with our customers. Integrity and flexibility are critical requirements for this work. Sales doesn’t work well without *extremely* close interaction with the Customer Service folks (see below!). Note: sales and marketing guys and gals are often very funny and they like to drive a lot. They also like popcorn a lot.

Business Operations Where would we be without them! Business Operations (don’t refer to them as B.O. for short – they bristle...) has folks in Customer Service, Distribution (what’s the point of selling the seed if you can’t get it delivered properly!), Supply Management and Information Systems (a.k.a. Computers...). Customer Service, Supply Management and Distribution have a **lot** to do with our goals of ensuring a good night’s sleep to our customers. They are extremely important folks. Now, a quick word about the Systems guys. They talk about Access, Magic, and T1 lines. You might not understand, but be extremely nice to them because our lives are miserable without them.

Research, Development and Agronomy Contrary to the “tooth fairy approach” to the seed industry, the best seed doesn’t just appear under our pillow while we are sleeping. Au contraire. The R & D folks spend a lot of time in the field, read a lot of small print and have global professional connections to ensure that Channel’s product line is among the best in the industry. “Show me the yield” is their mantra. At Channel, they also spend a lot of time with customers and the sales force to stay plugged into “the real world” versus staying in some lah-dee-dah plant-breeding ivory tower!

Finance and Administration Let’s cut to the quick: this team makes sure that your paycheck doesn’t go **boing... boing... boing...** In addition, without them, we can’t pay our bills, grow our business, provide benefits for the team members, collect our bad debts or keep score on how we’ve done each year. Plus a lot of other stuff that you would never dream of... They interact with every other group at Channel-- and it’s a good thing, too.

Employment Policies

Employment Status

Channel maintains an employment-at-will policy. This means that just as the employee is free to end his/her employment with Channel or a subsidiary at any time for any reason, the company is also free to end the employment relationship with any employee at any time for any reason.

The company and its employees recognize their mutual right to end their employment relationships at any time and acknowledge that such relationship is one of employment at will. Neither this booklet, nor Channel Bio procedures or communications are intended to be interpreted as a promise or guarantee of future or continued employment or as stating provisions and terms of employment.

Since this sounds like a tough deal, ***puh-leese*** keep in mind the fact that we do ***not*** want to end good employment relationships! One of our most important goals is to have a great team to serve our customers, and this means having the best people playing on the team. It's that simple... (Now, just a little more dry stuff and then you're on to the next section.)

The policies and benefits described in this booklet may vary from state to state to conform to state law. No representative of the company has authority to make any agreement contrary to the provisions of this section.

Except with respect to employment-at-will, Channel reserves the right to change or make exceptions to its human resources policies, procedures and benefits, including those for retirees, at any time without notice.

Categories of Employment (Yes, this *will* be on the test!)

FULL-TIME employees are employees regularly scheduled to work for at least 40 hours each week for the entire year. They are eligible for all company benefits.

PART-TIME employees are scheduled to work less than 40 hours per week, or for 40 hours per week for less than the entire year. They are not eligible for benefit programs.

In addition to these categories, there are several terms that also describe employment status:

NON-EXEMPT full-time employees are paid based on an hourly rate. They are eligible for overtime pay.

HOURLY employees are part-time, temporary or contractual employees who are paid on a straight hourly rate.

EXEMPT full-time employees are compensated at a fixed salary rate per year. They are not eligible for overtime pay.

MANAGERIAL level employees are full-time exempt employees that have designated managerial level responsibility that includes profit and loss responsibility.

Whew – the *really* dry stuff's out of the way!

Equal Employment Opportunity

Channel provides equal opportunity to all employees on the basis of individual qualification without regard to race, sex, religion, color, age, national origin, individuals with disabilities, sexual orientation, marital status, or other protected factor.

Our compensation and benefits programs, as well as our hiring, training and promotion practices, reflect our dedication to equal employment opportunities. The company supports the employment of minorities, women, veterans and persons with disabilities. It is our policy to ensure that no discriminations are made based on any of the factors listed above. Any violations of this policy must be brought to the attention of the Channel Director of Finance and Administration immediately.

This policy does, however, have a noteworthy exception: we refuse to hire anyone who is totally lacking in a sense of humor. In our business, humor often saves the day and we all perish without it!

Performance Reviews

Performance reviews are held periodically to both assess how you are doing and to set long and short-term goals. Your supervisor will let you know when the review will take place.

If a pay increase is given, it generally becomes effective sometime during the month of December.

Exit Procedures

Employees who leave the company (imagine that!) are respectfully requested to provide at least two weeks notice to their supervisor so that we can minimize customer service interruptions and arrange for a smooth transition (if possible!).

Employees who are leaving the employ of Channel must return all company materials. This includes equipment, supplies, documents, data, records, keys, vehicles, popcorn balls, squirt guns, etc.

Finally, all employees have signed confidentiality agreements (see: **Confidentiality**,” page 18). If you leave the company, we remind you that you are bound by the terms of this agreement.

Extra Credit!!!

OK – just for fun, how many of these words do you remember reading so far?

	Twinkies	Non-Exempt	
Win/Win		boing...boing...boing	Magic
	Mantra	Humor	
	Customers	Team	

Give yourself 10 points for each word you remember reading. Give yourself an extra 10 points if you like Twinkies or can do a magic trick.

Pay and Benefits

Hooray, Hooray, It's Payday, It's Payday!

Employees who desire to be paid (volunteers are always welcome!) will be paid on a regularly scheduled basis. (Don't worry, it's not once a year!) Direct deposit is available. Sorry people, pay is in U.S. dollars only, although Monopoly money is available for a small extra charge.

Certain deductions from your paycheck may be for elective options, such as health coverage and 401(k) contributions. Other deductions are required by law. Among these are: federal income taxes; Social Security – FICA (the company also makes a contribution on your behalf); state income taxes; and various county and city taxes, if applicable.

Work Hours and Overtime

Our standard workweek is Monday through Friday. However, agriculture is, by its nature, the most seasonal business on Planet Earth. Your job may require more hours during certain seasons.

Employees will be notified by their supervisors of their required work hours. Notification will be given as far in advance as possible. Lunch breaks are unpaid, and a minimum 30-minute lunch break is required.

Non-exempt employees are eligible for overtime after 40 hours of work in a given week. A supervisor must approve all overtime before it is paid. Overtime will be compensated at time and one-half for authorized hours. All paid absences, other than sick days, count towards the 40 hours that are required before overtime pay begins.

The Holiday Channel (To Be Watched By Full-Time Workers Only)

For full-time workers, there will be 9 full-day and 3 half-day paid holidays during the year:

New Year's Day, Good Friday (half-day), Memorial Day, July 4, Labor Day, Thanksgiving Day, the day after Thanksgiving, Christmas Eve (half-day), Christmas Day, and New Year's Eve (half-day).

In addition to the holidays above, you will be given 2 floating holidays per year. You must get approval from your supervisor before scheduling these days off.

The Vacation Channel (Again, Full-Time Employees Only!)

If you are a full-time employee:

During your first year with Channel, you will earn 1 day of vacation for every month you work. However, you must work for 6 months before you can begin to use your vacation days (unless otherwise approved by your supervisor).

After the first year, you will be eligible for a total of 12 paid vacation days per year: 6 days available starting January 1 and 6 days available starting July 1. Employees with the company for more than 5 years will be given an additional 4 vacation days per year—8 days available on January 1 and 8 more available on July 1, for a total of 16 paid vacation days. Please note: the maximum number of days you can carryover to the next year is 5. Sound simple? It is. (And yes, prior employment with a Channel subsidiary does count towards the 5-year period. Sorry, time spent watching The Weather Channel does not count towards this period.)

If you are managerial employee:

The vacation policy for managerial employees is as stated in your letter of employment.

All vacation dates must be scheduled in advance with, and approved by, your supervisor. It is his/her responsibility to ensure that adequate staffing is maintained. Vacation time will be approved on a first come/first served basis and if too many people have scheduled a given time ahead of you, you may not be able to take the time you desire. Therefore, it is advisable to schedule your vacation time as soon as you know your desired dates, and to delay making firm plans until you have received your supervisor's OK. Half-days are permissible, but other fractions such as 47/83^{rds} of a day are a bookkeeping nightmare. Don't even go there!

Some final words regarding vacation -- and these apply to everyone. We strongly encourage you to take your vacation! You are no fun when you are grumpy and overtired. Vacation allows all of us to renew, reinvigorate, and rejuvenate. Plus, we all want to live vicariously through you and hear about what you did on your fabulous vacation, even if you just stayed at home! (Skip the parts about travel delays, questionable food, and cleaning out your closets – focus on the funny people you met, the goofy things you did, and all of the award-winning home improvement projects you completed.) Tacky souvenirs from places you visited are encouraged... Showing lengthy vacation videos of places you visited is discouraged.

Leave Without Pay

With the prior approval of your supervisor, you may take leave without pay. However, granting of leave without pay is entirely at the discretion of the supervisor. (Remember the part about “they are responsible for maintaining adequate levels of staffing”?) All agreements regarding leave without pay must be made in written form, include the term of the leave, and be signed by both parties.

Please be aware that any extended leave without pay may affect your other benefits, and you should contact your local payroll office with any questions.

Full-time employees may also receive time off with or without pay for the following reasons:

Voting

Military Leave – Channel Bio complies fully with the Uniformed Services Employment and Reemployment Rights Act of 1994 (USERRA)

Jury Duty – Salaried employees will continue to receive pay but are expected to make up the work missed due to jury duty. Court pay must be turned into the company. Full-time hourly employees may receive up to four days of pay per twenty-four month period for jury duty. However, court pay for these days must be turned in to the company and the employee must return to work if jury duty requirements for a given day are cut short.

Help, I’m Sick!

Sick leave, sick leave, sick leave. You’re miserable when you’re taking it, but you can’t live without it. Here’s the bottom line. When you are really too sick to work, we want you to stay home and get better. Hey, we don’t want you to infect the rest of us with your extremely contagious case of wiffle-dooper! We don’t want to see blood on the carpet and goodness-knows-what on your computer. So, when you are truly down and out, call your supervisor right away and let them know you’ll be out. But please remember, too many days away from the office can disrupt our whole team. Shirkers and neer-do-wells who aren’t getting the job done risk their position on the team. (Now that’s a scary thought!) Be reasonable and be considerate.

You will be paid for 5 days away from work per year due to illness, with no carryover to the following year. In the event you need more than 5 days, your supervisor may approve additional days provided you supply him or her with medical evidence (doctor’s opinion) of the need for additional days off. The company reserves the right to ask for a second opinion and the right to ask for updates from your physician. Full-time employees will be paid based on an 8-hour day. (Part-time employees do not receive paid sick leave.)

The flip side of getting sick is getting, and staying, well. We like this idea! With approval from your supervisor, full-time employees can take time off for medical appointments. However, you will be expected to make up the time away from your job.

Death in the Immediate Family

Full-time employees can receive paid time off to attend services and family gatherings should there be a death in their immediate family. Days must be cleared with your supervisor. For the purpose of this benefit, immediate family members are spouses, children, parents, siblings, grandparents, grandchildren and parents-in-law.

Family Leave

If you have worked for Channel for at least 12 months, and have worked for 1,000 hours during the previous 12 months, the Family and Medical Leave Act of 1993 (federal law) entitles you under certain circumstances to time off without pay for up to 12 weeks due to the birth of a child, the adoption of a child, or the need to care for a seriously ill member of your immediate family. You may be required to take earned accrued paid leave for unpaid FMLA leave (i.e. sick time, vacation).

To request leave under this law, you must complete an application form and submit copies to your supervisor and to your payroll coordinator. If the leave is to care for a sick family member, medical certification will also be required. If you are eligible for such a leave, you will, upon return to work, be restored to either your old position or to a position with equivalent pay, benefits and other terms of employment. If you had health insurance with Channel before the leave, insurance will continue under the same terms.

The law is too long to fully discuss here, but if you anticipate the need for such a leave, talk to your supervisor. A copy of the law is also available for your review by calling the main Channel office in Kentland. You might also find the legal text useful as a slumber aid if you are having difficulty falling asleep at night.

Changes in Your Information

You are responsible for informing your manager and your payroll coordinator in the main office of any change in personal information that could affect company benefits. Changes must be reported in writing within 31 calendar days, and supporting documentation should accompany the notice.

The type of changes you must report include:

- Marriage, divorce or legal separation,
- Birth or adoption of a child,
- Loss of a dependent (via marriage, change in full-time student status, or death),
- A change in your benefit coverage as a result of your spouse's employment or employment status, or
- Leave of absence by employee or spouse.

While we are extremely interested – you do not need to inform us of other changes in your life such as new hairstyles, a different bowling team, or revised breakfast cereal preferences!

Employee Benefits

As if the paycheck wasn't enough! Tell them what's behind door number 3, Monty!

Thanks Dave! Full-time members of the Channel team are eligible for:

- ☆ Our tax-deferred 401(k) program
- ☆ Profit sharing bonuses (Our 10 word program: When the team makes a profit, the team shares it.)
- ☆ Health benefits
- ☆ Life Insurance
- ☆ Special performance bonuses
- ☆ Pay raises
- ☆ Expanded responsibilities
- ☆ Lots-o'-learning
- ☆ Open admiration from others in the industry
- ☆ The undying loyalty of your team members

Other Hunky Dory Policies

Safety

Employees are expected to observe reasonable safety precautions in their work. Any safety hazards should be brought to the attention of your supervisor. Of course, juggling ice picks, riding a motorcycle without a helmet, and listening to karaoke singers is strongly discouraged.

Workers' Compensation Policy

Channel is committed to meeting its obligations under all state workers' compensation laws to provide medical, rehabilitation, and wage-replacement benefits to employees who sustain work-related injuries or illnesses.

All employees, both full-time and part-time, must report all injuries or illnesses to their supervisor within 24 hours, regardless of severity. Your supervisor will contact their workers' compensation insurance carrier immediately. Also, the supervisor will work with the employee to complete a First Notice of Injury Report, which must be filed with the insurance carrier as soon as possible, but in any case not later than 24 hours after the injury occurs.

Work-related illnesses and injuries are not covered under the group health plan. All medical expenses must be submitted to the workers' compensation carrier. Employees who suffer a work-related injury are expected to return to work immediately unless the treating physician documents a need for them to be absent from work. If it appears that the absence will extend beyond 3 days, the Employee will be placed on an FMLA leave. Any accrued paid time-off for which the Employee otherwise qualifies can be taken during the waiting period prior to receipt of workers' compensation benefits.

Channel bears the full cost of this program. Any employee filing fraudulent claims or engaging in other workers' compensation fraud will be prosecuted.

Whew...did you get all of that?

Dressing for Success

Unlike those stuffy old places like banks, law offices, and fast food joints, dress at Channel is tastefully relaxed. (Now there's a fashion phrase for you!) In order to maintain an environment where we can be professional yet comfortable, here are a few tips on what is...

Acceptable

Any item that you feel good wearing, and that your team workers feel good looking at. (After all, they look at your clothing more than you do!)

Please, wedding dresses and high school varsity sport uniforms – even though you feel good in them – are not what we're looking for here.

Unacceptable

- Go-go boots, no matter what color,
- Leisure suits (again, no matter what color),
- Mixing neon polka dots with autumnal colored stripes (the fashion police will be notified immediately and you will have to attend remedial wardrobe classes),
- Anything that makes noise when you walk.

Of course, this is just a partial list, but you get the idea. The basic premise is that we are a professional organization that handles tens of millions of dollars of seed for customers that trust us and count on us. Clothing that would be appropriate at the egg toss at your family reunion does not belong in the office. This includes play shorts, tank tops, etc. If you step over the bounds of good taste, don't be surprised when your supervisor alerts you. The company reserves the right to revise these guidelines either verbally or in writing.

Alcohol or Drugs

Channel recognizes that alcohol and drug abuse in the workplace is a major concern for many companies. The purpose of our alcohol and drug policy is to provide a safe and healthy workplace for employees, to comply with federal and state regulations, and to prevent accidents.

The use, possession, or distribution of illegal substances is strictly prohibited and will be grounds for disciplinary action, including immediate discharge.

Employees must not report to work, be on company property while under the influence of, or have in the possession while on company property, any illegally obtained drug, narcotic or substance.

Driving or working under the influence of alcohol, drugs or other judgment-impairing substances are prohibited during working time. Violation will be grounds for dismissal. More than that, we just want you to take care of yourself. Mom always said that was important.

Jellybeans, Tootsie Rolls and Hershey's Kisses are not considered to be illegal substances and their presence is not discouraged.

Smoking

All Channel facilities are non-smoking buildings. This means tobacco, not a high energy level as in “Wow, this group is really smoking!” Or, “Let’s smoke the competition!” Plus, the exterior grounds of all Channel buildings are to remain litter and butt-free. (Er, you know what we mean.)

Harassment

The company believes that employees should be able to work in an atmosphere free from all forms of harassment. Therefore, it is our policy to prohibit all types of harassment, including, but not limited to harassment based on: sex, race, color, religion, national origin, age or disability. This policy extends to each and every level of our operations. Accordingly, harassment, whether by a fellow employee, a customer, a guest, or a member of management, will not be tolerated. Activities of this nature are unlawful and serve no legitimate purpose; they have a disruptive effect on your ability to perform your job and they undermine the integrity of the employment relationship.

Harassment is verbal or physical conduct relating to an individual’s sex, race, color, religion, national origin, age or disability when this conduct; (a) has the purpose or effect of creating an intimidating, hostile or offensive working environment; (b) has the purpose or effect of unreasonably interfering with an individual’s work performance; or (c) otherwise adversely affects an individual's employment opportunities.

Some examples of conduct that may constitute prohibited harassment include: slurs, jokes, cartoons, stereotypes, statements, etc. based upon sex, race, color, religion, national origin, age or disability.

Bottom line: harassment will not be tolerated! Any employee who thinks he or she has been the subject of, or witnessed, harassment should report the event immediately to Channel’s Director of Finance and Administration. If that is not possible, the event should be reported to the President or CEO of the company. All such information shall be held in strict confidence and will only be disclosed on a need-to-know basis in order to investigate and resolve the situation. If investigation establishes that harassment has occurred, the offending employee will be disciplined up to and including termination.

Disciplinary Steps

Not obeying company rules, not adhering to safe working practices, harassment and not cooperating with management and fellow employees are examples of offenses that may result in progressive disciplinary action. Disciplinary action generally commences with a verbal and/or written warning for the first offense. A written warning and/or a suspension will occur for the second or continuing offense (but not necessarily for the same offense), and the third and continuing offense (again, not necessarily the same offense) will result in dismissal.

Expense Reimbursement

Business-related expenses will be reimbursed, but they must be either: 1) covered by an existing expense policy, such as the Sales Force expense policy; or 2) for an amount approved by your supervisor in advance. All expenses must be submitted within two months of incurring them or they will not be reimbursed.

Beware – traveling to another Channel location simply to check out the candy jar and sip java, while enormously fun, does not qualify as a business trip. Nor does a trip to the county fair... Nor does a square dance near a cornfield... Nor does a popcorn-gobbling outing at the local movie theatre. Use extreme caution when applying for expense reimbursements. Uncle Sam is watching.

Mileage in non-company vehicles will be reimbursed at the stated IRS mileage rate. Gas used in company vehicles may be charged to the company only if it is used for business purposes. This includes trips to sell fantastic amounts of our wonderful seed. This does *not* include trips to shore up your fashionable work wardrobe, trips to the store to buy corn or beans for dinner or, frankly, just getting yourself to the office to do your job! Hey, we all need to be responsible for ourselves!

If you are questioning whether an expense should be incurred at all, ask yourself “Is this a good use of the farmer’s money?” The bottom line is that all money we spend ultimately comes from our customers. They trust us to spend it wisely – if we don’t, we perish.

Personal Telephone Calls

We know that occasionally we must make or receive personal telephone calls. However, if you are getting more calls of a personal nature than the typical doctors office, that’s too many and you must put a stop to it! Another telltale sign – the receptionist is having trouble handling our business calls due to your volume of personal calls. A good rule of thumb is a few (that’s less than 5) calls a week of several (let’s say 2 or 3) minutes’ length. Beyond that – not a good idea.

Company phones are never to be used for personal long distance calls. However, in the case of an emergency your supervisor can override this rule.

Confidentiality

Before becoming eligible for a paycheck (now there's an incentive!), all full and part-time employees are required to sign a current Confidentiality Agreement, which will be kept on file at Channel Headquarters. (Doesn't that sound official!)

In addition, we encourage all employees who have signed confidentiality agreements with prior employers to adhere to the terms of those agreements. We do not encourage the use, for Channel, of materials that belong to prior employers.

Character and Conduct

We expect all Channel team members to behave with decency, respect, and in accordance with all applicable federal, state, and local laws and regulations. In the words of one of our founders, "We want to work with people that we feel good about walking down the street with."

Closing

We are truly thrilled to have you as part of the team. We want our team to be better because you are on it. It is our sincere desire that you will grow, learn and be rewarded as part of our great undertaking. The critical factors that will help you to do this are listed below. Despite coming at the extreme end of this entire book (whew!), this list is one of the most important things in it. Memorize it. Yes, Virginia, it will be on the test.

- ♥ Positive attitude (anyone can be negative – winners are always positive)
- ♥ Honesty and integrity at all times
- ♥ Concern for our customers and for each other
- ♥ Reliability and dependability
- ♥ Smiles
- ♥ Sense of humor, and creativity about applying it

We recognize that we have a responsibility to you as well, and will do our best to make sure that you have an environment of growth, fun and accomplishment. We all spend too much of our lives at work to expect anything less!

Welcome!