



# *All Times Companies*

## **Vision-Mission-Values**

### **VISION:**

#### **Who We Are, Why We Exist**

All Times Companies consist of a family of locally owned integrated communications companies including All Times Publishing LLC, consisting of the Syracuse New Times, Family Times Publications, and Data Key Communications, All Times Events Company, and All Times Promotional Products Company; “Spinnaker.” Our competitive advantage is the fact that we can help our customers speak to their market in a way that no other company can match. Our success will be measured on our company’s ability and willingness to work together to meet financial goals. At the same time we will strive to favorably impact the quality of life and/or profitability of our respective customers.

- Syracuse New Times is a CNY based publication that exists to help people discover what to do with their discretionary time and income. We are a local focused company supporting arts, entertainment, dining, and community events throughout CNY.
- Family Times is the definitive parenting publication of CNY. We are an award-winning magazine with staff-written news, feature stories, and artwork that inspire CNY parents and their children.
  - Both publications serve two constituencies of customers; our readers and our advertisers. For our readers, we favorably impact their quality of life. For our advertisers, we favorably impact their sales.
- Data Key Communications serves industry associations by producing print and digital communications that support and enhance membership by communicating industry information and enhancing business practices.
- All Times Events Company exists to plan and execute off-site events to either earn stand-alone profits or add to the profitability of other All Times Companies; preferably both.
- All Times Promotional Products Company (Spinnaker) is a vertically integrated ad specialty company that exists to augment our customers’ marketing efforts while providing a profit stream for our company.

With all of the entities within the All Times Companies family working together, we are able to provide unmatched capabilities within our marketplace.



## MISSION

### How We Will Operate to Meet the Vision

All members of our team recognize that the most valuable commodity in the world is our time. We will always seek to respect everyone's time, and endeavor to maximize everyone's return on effort expended on behalf of our company.

Each of our team members is committed to mastering the duties as described in our formal job descriptions so that we can provide outstanding work for our customers while allowing our company to operate most efficiently and profitably. Every team member will seek to contribute to the success of all entities within All Times Companies, and commits to helping to identify opportunities for improved performance at all levels within our organization.

When we service our customers in one of our product or service offerings, we will always look for additional products and services within All Times Companies so we can provide more value to our customers and more profits for our own company, always seeking to maximize our return on effort expended.

Each member of our great team is committed to doing everything practical to complete work on time and meet deadlines. We are not measured by our intentions, but on our results.

We are smart people. We will think before we act and will take ownership in giving our very best efforts every single day. In fulfilling this promise of excellence, each member of our team is promised the flexibility to work independently and interdependently and without micromanagement. Management will honor excellence and commitment by first seeking to promote from within when new opportunities arise.

Since we are a team, we are all committed to doing whatever it takes inside and outside our normal job descriptions to best serve our readers, our customers, our fellow team members, and our company, realizing that everyone represents our company in the eyes of the public we serve.

In exchange, the owners of All Times Companies promise to compensate our team members fairly and treat our people the way they ought to be treated; with kindness, respect, and honesty.



## VALUES

### Our Rules of Engagement, Self-Imposed Laws

Our company is about excellence. But we need to have balance in our personal lives at all times. When a team member is feeling overwhelmed or sees another team member appearing overwhelmed, we'll take care of each other to make sure we follow the credo: "We work to live – not live to work."

We all agree to be honest in our words and our actions; all of the time and without exception. We will interact respectfully and agree there are no sacred cows in our organization, and act accordingly: "Hard on Issues, Soft on people".

We understand that our company's integrity is purely based on the integrity of each and every member of this team. We will always act with complete integrity and will demand the same from our fellow teammates.

Discipline breeds greatness. For that reason, we will always be punctual and keep our commitments.

We employ smart, creative, caring people. Everyone here should speak his/her mind when you see something that's not right; no matter whom may be involved. In retrospect, we are all mature adults and all feedback will be taken as it is intended; constructive.

We are a service organization. Our readers and our customers allow us the ability to earn a living in a great working environment. We will constantly look for new and better ways to "wow" the people that depend on us.

Our people are our greatest asset. The owners of All Times Companies understand that personal challenges may affect our team members from time to time. The owners promise to treat each member of this team in a fair and caring way. We all agree to be considerate of one another at all times and agree that cliques, gossip, and back stabbing will never be tolerated by anyone here. Instead, we are caring and tender with each other as we vigorously execute excellence in our work. We are more than just a "company." We are a rare team that operates the way we ought to and every single person will "get out" of this experience at least equal to what she/he puts in. Each one of us takes full ownership of providing excellence while having fun so that we can all win together every single day.

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