

## **Mission**

Live Our Culture,  
Provide Quality and  
Create Financial Strength

## **Culture**

### **Value Each Other Completely**

*We are in the people business*

### **Integrity**

*Doing the right thing is always right*

### **Serving**

*We are here to SERVE*

### **Continuous Measurable Improvement**

*Anything can be made better*

### **Belief, Alignment and Teamwork**

*A unified team is a competitive weapon*

## **Quality Improvement Process**

People Committed to Individualized Quality (IQ)

Train and Equip for Success

Team Structure and Participation

Formalized Process Improvement

## **Financial Strength**

Perpetuate our company and provide long-term security for our team



**SOUTHEASTERN FREIGHT LINES**

# **Game Plan for Success**