

TO: Employees of F&K Brands
FROM: CEO of F&K Brands
DATE: November 26, 2013
SUBJECT: Code Of Conduct

Fellow Employees of F&K Brands

Our success is due to our wonderful and energetic employees, and your commitment to our customers and one another. As we move forward with optimism, it is necessary from time to time to be reminded of what has determined our success. Namely, **YOU!** Our mission has never changed; put the best people together, give them the best tools, and make the best products!

Our position is to hire employees with high moral standards, purpose driven, and team players. Our Code of Conduct and Continuing Education training results reflect these values. Our Resource Department is constantly striving to improve inter-department efficiency, and it is their directive to now implement a Code of Conduct for e-mail communications. This will increase positive energy and minimize any perceived conflicts.

Code of Conduct for E-mail Communications

Within our electronic culture, it is necessary for us to strive to maintain the same communication skills as we have in decades past. These include...

- Be as specific as possible.
- Be careful using technical terms and abbreviations
- Use specific language will give more clarity to what you are trying to say
- Stay on point
- Minimize hidden humor or references that may be ambiguous
- Do not be critical
- Be understanding
- Continue to be team players by being unselfish and encouraging
- Do not CC emails to uninvolved individuals
- Prepare for the open meetings to minimize post meeting e-mails
- Have mutual respect, respect for differences of opinions, and withholding personal attacks should continue to be the norm

The Resource Department will be implementing an online Continuing Education Course covering the Code of Conduct to assist all employees in improving their e-mail communication skills.

Our continuing success at F&K Brands is a result of our spirit of cooperation and commitment to our customers and their concerns.