



# What kind of company is DAWSON?

*Kūpono Ka Hana = "Excellence in Service"*

Aloha DAWSON 'Ohana!

I hope everyone had a wonderful weekend. For me, I was given an impactful moment. I found myself challenged during a Saturday night church service when our pastor asked us, "what kind of church are we?" It was the type of passive-aggressive question that only a pastor can ask that probes at your inner core. It turned out to be a wonderfully insightful discussion about what makes our church so unique. It also made me ask myself the same question about DAWSON – *what kind of company are we?*

Of course we are a [Native Hawaiian Organization](#) with culture and values rooted in our ancestry. We maintain a spirit of *Aloha* (sharing of life) and *'Ohana* (family) as core values that help guide our daily journey(s).

However, as I – with memories from the beginning – began to take inventory on a more personal level of what defines us as a company, I realized that many of you are pretty new to DAWSON and may still be trying to figure out what we're all about. And for those of us that have been around a while, it's a good question to ponder and remind ourselves as to why we stick around. This is how I would describe DAWSON...

- We are a company that cares about you, your family, and our communities. It's in our hearts and it's our mission.
- We are humble. Everyone adds value. Nobody is better than another.
- We are doing this thing called life together. We do it with respect and without judgement.
- We practice the power of the positive. We encourage and do not discourage. Tell me something good...every day.
- We want everyone to reach their life goals. Whether you are working for retirement, saving for kids college, caring for ailing parents, or all the above and then some, we want to provide a place you can call home that allows you to achieve your family goals.
- We do the right thing in all aspects of our business. We do things in such a way that make it easy for us to sleep at night.
- We celebrate life's achievements together, and mourn life's losses together.
- We recognize we are not perfect and that's okay – we make progress every day.
- We do not do drama.
- We never quit – with business, with life's challenges, and with our pursuit of making the world better today than it was yesterday.
- We are not driven by profit. The sustainability and financial strength of the organization, today and tomorrow, is a result of doing the right thing – doing life together – and living with *Aloha*.

That's who we are – We Are DAWSON and DAWSON Are We.

Live *Aloha*!

Billy Cress, *President*



*Our mission is to have a positive impact on the lives of our employees, their families, and our communities by serving our strategic clients every day.*