

COMPETENT  
Technically &  
Financially Sound in  
our Business  
Practices

COOPERATIVE  
Building Trust &  
Teamwork

TRUSTWORTHY  
Dependable & Ethical  
Conduct

Tate  
Values

RESPECTFUL  
Recognize the  
Inherent Worth,  
Dignity & Value of  
Every Individual

RESOURCEFUL  
Encourage Creativity  
& Imagination in our  
Daily Functions

COMMUNICATIVE  
The Commitment,  
Knowledge & Technical  
Proficiency to be an  
Expert in  
Communications

PROACTIVE  
Anticipate the Needs  
& Expectations of  
Customers, Vendors  
& Employees