

MINERAL WELLS HIGH SCHOOL FOOTBALL TEAM HANDBOOK 2018-2019



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PLAYER OBJECTIVES OF THE FOOTBALL PROGRAM

1. The program will be an encourager and motivator of all players to excel in the classroom. Players must give their best effort in the classroom (academics/behavior). Coaches will remind athletes to turn in quality work on time and we will require athletes to adhere to a policy of “**NO ZERO’S**”. If athletes turn in quality work on time, study and stay organized, then strong grades will take result.
2. Play at a level of effort, intensity, aggression and perseverance that our opponents cannot endure.
3. Through the RAM football experience, we want athletes to become better people. Players will learn to be encouragers. They will learn to be more accountable and responsible. They will learn to be positive about each day, their school, their community, and their country. They will learn of the influence they have on younger athletes and use this influence in a positive manner. Be a winner on/off the field!
4. **Have Fun!** Football is a game to be enjoyed. To be enjoyed it must be played The RAM Way. Once athletes learn how to play in this manner, there is nothing more fun than football. The athlete will give his best physical/mental effort and once he has done this, everything else will take care of itself.
5. Learn the difference of how to behave on/off the field. Between the sidelines, we expect you to be the most intense, physical and aggressive players in the state. Off the field, we expect you to be perfect gentlemen. Treat all with respect especially women!
6. **Have your Priorities Straight: Spiritual, Family, Academics, Football**
7. **Abstain from alcohol, drugs, tobacco!**
8. **Do the Right Thing! Discipline yourself so others will not have to!**
9. **Never Do Anything That Would Embarrass Your Parents, Coaches, or Teammates!**
10. **Win with Class!**

ROLE OF PLAYERS

Assumption: *That which is taken for granted.*

1. We assume that you want to be the best football player you can be. This is important because when our coaches look at you, they see what you could and should be and will push you to achieve your maximum potential.
2. We assume that you want to play on a championship team! Our practices, our off-season, and our summer programs are designed to produce a champion. You must understand that decisions are made with the priority being the TEAM first, and then the individual second. Players must understand that the position they play is where they can help the team the most, and therefore may not always be where they want to play.
3. We assume that you expect to make the highest grades that you can make. You are responsible to the TEAM to turn in quality work on time.
4. We assume you want to be a better person. You understand that you represent RAM football 24 hours a day, not just at school. You may be the only player some people ever know. Your character reflects our program.
5. We assume that you want your coaches to push you to be the best! Believe in them because they believe in you!

PLAYER EXPECTATIONS

GENERAL (EXPECTATIONS: ATTENDANCE & ATTITUDE – CHOICES YOU MAKE!)

ATTENDANCE

1. Be here on time everyday.
2. If you cannot practice, come dressed out. Trainer and or head coach will determine if you can practice.
3. If you cannot come to practice, call and let your position coaches know before practice begins. Do not send messages by other players. Unexcused practice results in not playing. Leave name and number some I can contact you.
4. Irregular attendance makes it difficult or impossible for you to be a part of the team.
5. Meetings – Be on time, sit up straight; Give us your eyes, Hear & Listen.
6. We will workout on school holidays (Workouts will be scheduled in the mornings).

Consequence – *If you do not come to practice and do not call in, you will not be allowed to play that week.*

General rule: *Man-makers for unexcused tardy/absence. There is no punishment for excused absence or tardy but a make-up plan will be implemented by the position coach.*

Only Coach Perry can excuse absences/tardies.

ATTITUDE

1. Come every day with the expectation of something great happening.
2. Be an encourager every day.
3. Losers view the player/coach relationship as competition (e.g. The player is trying to do as little as possible; the coach is trying to get much more).
4. Winners view the player/coach relationship as a cooperative effort to make the player the best he can be.
5. Have great expectations daily. Enthusiastic even on the most tropical days!
6. Don't be Cool – We have no room for cool players – Be passionate about RAM football!
7. Take great pride in your position.
8. Do not bring personal problems to practice. Discuss with your position coach later.
9. Know your role on this team. Varsity will have Role meetings each Thursday on game weeks.

Consequence – If you have an attitude detrimental to practice of the team, you will be asked to leave practice. When this happens, you will not compete in the game that week.

ON THE FIELD (Practice – Game – Off-Season)

EFFORT

1. You are expected to give great effort every play.
2. You decide on each play, each drill exactly how much effort you will give.
3. Effort is simply a habit.
4. A player who gives 100% every play with less ability is often more productive than a player who gives 100% only under ideal conditions.
5. If you cannot give 100% effort, tell your coach.
6. We don't want 90% - All or nothing!
7. During practice – Get in a habit of giving 100% - Take each play, each drill one at a time. Have a business-like attitude (Visit only about techniques, opponent tendencies, etc.).

Consequence – Not giving 100% effort will result in you not playing.

COMPETE

What are you watching when you see two teams competing is a contest of will rather than skill? Skill will only come into play if one team is so superior in skill that the will is never tested. Compete means to expect, prepare, practice, and play to win. It is so much more than just playing. It is giving all of yourself physically/mentally to achieve victory. It is sacrificing individualism to a part of something bigger. Compete means not to be afraid to make mistakes. Compete means to not fear failure. Compete means to always encourage your teammates.

Consequence – Not playing.

Both expectations are choices you make. You choose whether to give 100% physically (effort) and 100% mentally (compete). With every choice, there is a consequence – the negative is punishment that will hopefully help you understand that the positive choice not only is better but much easier.

CLASSROOM (Academics come 1st!)

Accountability – You will be held responsible for all work your teachers ask you to compete. Being a winner in the classroom is giving 100% effort which means turning in all assigned work. Four keys to success are: Attendance, Attention, Attitude & Achievement. Never cut classes and do not be tardy!

Tutorials – Tutorials will be assigned by position coaches if grades fall below a 75. A minimum of 2 per week until the grade rises above a 75. If you need to attend tutorials, please decide with teachers to avoid missing workouts. A tutorial form must be completed and returned with a teacher signature. You must also contact your position coach or Coach Perry that you will be late due to needing tutorial time.

Responsibility – Treat teachers with respect! You are responsible for your actions. Breaking school/classroom rules are choices and have consequences. You are a member of something great and being suspended for breaking rules hurts our team. Use good judgment in the classroom and on school grounds, always keeping the team in mind. Remember, you are a member of this football team 24 hours a day.

PLAYER PLACEMENT

Every player would like to be a starter on our football team. Unfortunately, not all of you can start. The coaching staff will determine who will start. Consequently, I feel it is important for you to understand how we will determine depth charts as practice progresses.

The following five points will be:

1. Knowledge of assignment – We cannot and will not play people who do not know their assignments. Your position coach will spend extra time with you if you so desire. Everyone can and should know their assignments.
2. Hustle/Effort/Heart – Everyone will be expected to give 100% always. Your teammates will be giving 100% and they will expect you to also. Extra effort wins games. Heart more important than ability.
3. Hitting & Mental Toughness – We will discover during spring/fall workouts who has a strong desire to be physical. Football is a contact sport and must be played with a great deal of toughness. Everyone can hit!
4. Contribution to the Overall Team – The individual who motivates his teammates to do better is always enthusiastic and ready and will make a greater contribution than one who does not have this quality.
5. Production – If the above four characteristics are equal – and they should be – then the player who produces on the field in the way of making plays will start.

Players and parents need to understand that every player has a very important role on our team whether they are a starter or backup. We ask that our players accept their role and more importantly, ask that parents accept this as well. All players would like to start and parents want to see their son play, but do not let personal feelings stand in the way of our team goals. This is very important for team unity.

GAME DAY EXPECTATIONS

1. Every game will be tough to win! Play with tremendous intensity! No team wants or has a burning desire to lose. Some team's desire to win is greater than others, therefore some teams are difficult to defeat. When two teams are competing, what you are watching is more of a contest of wills rather than skills, with the stronger wills usually overcoming the skills. If skills are even, then the team with greater will win! **As a team/player go beyond limits/expectations!**
2. Force your opponent to play full speed 7 seconds every play, knowing that when the game is on the line in the 4th quarter, there is a good chance that fatigue will destroy his will. Force him into fatigue by making him give more effort longer than he's normally accustomed to. Know in your mind that if the game is close going into the 4th quarter, the advantage is ours. **We will be the stronger/better team in the 4th quarter!**
3. Mentally prepare to play the game. Visualize the game before you ever play. See yourself making great plays.
4. Know and believe that every close game will be decided by the kicking game. It must be our advantage. The coaches will devise a good plan and we will work on it more than any of our opponents. Players must be committed to winning in this area.
5. Stay true. It is rare that a team wins every game it plays. No player ever plays a perfect game. Every player can stay true to his team, his school, to his parents, and to his community. To give up, cut back on effort, feign injury, negotiate peace with your opponent, get personal foul/unsportsmanlike penalties is to change color, to be disloyal to your school, RAM football tradition, and those who trusted in you. Not every person can be great but every person can stay true to colors.
6. Be result oriented. Each player must realize he is responsible to produce results. No coach will call a perfect game. Our coaches will spend the time in preparing a game plan to give you the best chance to win, but you must perform. Understand that in a game, sometimes it may look as if you have no chance to win, but know you have never lost until you give up. The greatest comeback in football could be this year. You are never too far ahead to celebrate until the game is over. They can't come back unless you let down. Football games are won 1 play at a time.
7. What you do is so loud I cannot hear what you say. Football is a physical game; it is not a debate. You need to let your playing do the talking.
8. Never criticize, always encourage. Your teammates need you when they have made a mistake. Always be there to pick your teammates up.
9. Only captains talk to officials.
10. The contest begins with pre-game.

11. We suit up all juniors in good standing even if they played on Thursday night [double dippers]. They are considered varsity team members and will participate on Saturday's.

TEAM RULES

1. DO WHAT'S RIGHT

INJURIES

Coach Rabalais and Coach Lee are our trainers. All injuries need to go through them. Unless it is an emergency, please allow them to see your son first before going to your own doctor. This process can save you time and money and possibly help your son return to the playing field sooner. We keep case histories on all injuries and athletes. Rehabilitation is very important for the healing of injuries. Rehab is held Monday-Thursday 7:45-8:15am, and first 30 minutes of mega lunch. Trainers may do rehab in athletic period only if athlete attends rehab and trainer requests the additional time with the athlete. If athletes do not show for rehab, then we assume that you are well and 100% ready to practice and play. Football players are expected to be in the "dress of the day" unless physically impossible. Injured players will wear a "red" wristband if there are restrictions and "black" if the athlete is not allowed to participate at all. If a player is not allowed to play due to injury and does not attend rehab and additional times set by the trainers, then they will not travel with team. Injured athletes will not wear a jersey at games if not cleared to play.

OTHER:

1. The training room is for taping/rehab only. It is not a lounge!
2. Shoes are not allowed in the training room.
3. If you are injured, you are expected to be at practice and games.
4. If you are injured, you do not play. If you are hurting, you play. It is all part of the game. The more practice time you miss in preparation for the game will diminish your role in it.
5. If you do not tape during the week, you do not tape on game day!

EQUIPMENT/SHOWERS

Players are expected to wear all Mineral Wells issued equipment (socks, shorts, t-shirt, etc.) at all practices. Your own personal clothing is not allowed as a practice uniform. Make sure all your equipment fits properly. Do not wear equipment home or in the community.

Athletes are expected to shower after all practices. It is an important step in combating staph infections.

Players are not allowed in the equipment room except for equipment issue, exchange or repair. See your equipment coach prior to the beginning of the athletic period for all equipment problems.

Our practice uniforms consist of:

- 1) Full Pads (Shoulder pads, helmet, tights with thigh pads, pants,)
- 2) Shells (Shoulder pads, helmet, tights with thigh pads)
- 3) Helmet (Shorts, T-Shirt, Girdle, Helmet)
- 4) Shorts, (short, shirt)
- 5) Girdle (short, shirt, and girdle)
- 6) civilian- individual shorts, and shirt [Saturday lifting]

Place all you want washed on your laundry strap and place it in your equipment locker. It will be returned cleaned the following morning. Do not take your clothing home to wash yourself. It tends to get left at home than other players clothing tends to disappear from their clips. You need clothes ask. Don't take someone else's!!! You are responsible for all issued equipment, unpaid camp fees and any other fines that you owe. If you lose it, you pay for it! You will not be cleared to receive your diploma until all athletic fines are paid.

Consequence –*Man Makers.*

LOCKER ROOM/MEETING ROOM

These are your athletic homes. **No horseplay!** You are responsible for keeping your individual area clean and as a team the area neat. You are not required to have everything in your locker in an exact manner. You are trusted to keep it orderly and neat. If this should be a problem, your position coach and you will work on this together. Coaches will always try to pick up after practices. Since we are paid only to teach/coach, then we feel it is only fair that athletes pay us to pick up after them. Only players are allowed in locker/meeting rooms. Do not have or invite anyone in without permission.

NUTRITION/SLEEP

You need to eat properly and get 8-9 hours of sleep each night, eat healthy and stay hydrated with water.

APPEARANCE/DRESS CODE

1. Hair neatly trimmed (MWISD Athletic Policy).
2. Clean shaven (For some this means daily, MWISD Athletic Policy).
3. No earrings in athletic facilities or events (MWISD Athletic Policy).
4. Clothing in line with MWISD policy (Ex. Shirts that promote alcohol, etc.)
5. No headgear of any kind in the building.
6. Electronic (Cell phones, other not allowed on in classrooms).
7. No visible tattoos during competition.

TRAVEL

1. Be on time.
2. Be sure you have all equipment.
3. Properly rest for the game. Off your feet!
4. Quiet on the bus. Prepare mentally!
5. Athletes will ride to and from all games with their teammates on the bus. The athlete may ride home with a parent in cases of an emergency with the consent of the head coach. A signed note must be handed to the head coach releasing the district of any liability.
6. The Athletic Department may allow our varsity athletes that have transportation drive themselves, or ride with a coach, to different events other than games in special circumstances. By signing the MWISD Handbook, you release the school of any liability because of the athlete driving their vehicle or riding with a coach to and from an event.

COMMUNICATION

The football program will use several methods of communicating with parents and players. Twitter, MWISD website, position coaches contact and remind are all used. It is the expectation that all parents and players have the position coaches cell information and we have your accurate information. It is also an expectation for players and parents to be signed up on the Football remind group. The gain access text 81010 and add @7g4dh to the message. We expect players to notify position coach prior to missing or being late for any practices, meeting, optional workouts etc.!

OFF CAMPUS

Little Eyes Upon You

There are little eyes upon you and they're watching night and day.
There are little ears that quickly take in every word you say.
There are little hands all eager to do anything you do;
And a little boy who is dreaming of the day he'll be like you.

You're the little fellow's idol; you're the wisest of the wise.
In his little mind about you no suspicions ever rise.
He believes in you devoutly, holds all that you say or do;
He will say and do, in your way, when he's grown up like you.

There's a wide eyed little fellow who believes you're always right;
And his eyes are always open and he watches day and night.
You are setting an example every day in all you do
For the little boy who is waiting to grow up to be like you.

The above was written for fathers, but it just as true for athletes. High school athletes emulate College/Professional athletes and younger athletes emulate you. Make sure what they are imitating is positive.

CONSEQUENCES OF POOR CHOICES

Selfishness – You will not be a part of our team. There is no cure except removal when you consistently put yourself above the team.

Symptoms of Selfishness – Chronic Tardy/Absent, Stealing, Fighting, Violation of Dress/Appearance Code, Class Misconduct, Chronic Complaining, Abuse of Training Rules (MWISD Policy), Language.

If there are problems in the community, consequences are severe. Again, you may be the only member of our team that people see. You represent us – it is imperative that you keep that in mind.

THREE MUSTS FOR RAMS

1. Must know your assignment.
2. Must get your man.
3. Must not get a penalty.

A SUCCESSFUL RAM NEEDS 4 THINGS

1. Speed – not fast but hit-react-move-pursue.
2. Spirit – 100% on and off the field.
3. Skill – ability to do your job well.
4. Poise – thinks and knows what to do.

FOUR IMPORTANT QUESTIONS?

1. Are you committed to excellence?
2. Will you do what is right?
3. Can we trust you?
4. Do you care about others?

***Trust, patience & Faith will take us to the next level.**

GREAT PROGRAMS ARE BUILT AROUND

1. Pride
2. Discipline
3. Loyalty
4. Achievement

UNDESIRABLE TRAITS IN RAM FOOTBALL PLAYERS

1. The knocker - always something bad to say.
2. The complainer - never satisfied, always something wrong.
3. The moody player - never happy.
4. The player who gets discouraged easily.
5. The selfish player - think only of yourself.
6. The player who spends more time in the training room than on the field.
7. The player who cannot stand hard work.
8. The player who cannot make any contribution to the team's morale.
9. Social heroes - plays for picture in program, friends, parents, or girlfriend.
10. Bench riders - content to sit bench, afraid of failure.

WEEKLY PRACTICE SCHEDULES

These times are proximities as to the time practices typically end. Players will still need to clean and shower so add additional time before picking them up. Times are subject to change.

Varsity

School year practice schedule

Monday: 4:15-7pm **Tuesday:** 4:15-6:40pm **Wednesday:** 4:15-6:20pm **Thursday:** 4:15-5pm

Black Team(JV)

School year practice schedule

Monday: 4:15-7pm **Tuesday:** 4:15-6:40pm **Wednesday:** 4:15-6:20pm **Thursday:** game day

Red Team(9TH)

School year practice schedule

Monday: 4:15-7pm **Tuesday:** 4:15-6:40pm **Wednesday:** 4:15-6:20pm **Thursday:** game day

Practices are subject to change. We will practice on Holidays during the season and some early Saturdays prior to school starting. Please check calendar, website, twitter or Remind for updates.

DAILY OVERVIEW

Monday-Mental Day Tuesday-Grind Wednesday-Hay in the Barn Thursday- R@R

Friday-Show Time Saturday-Recovery and Correction Sunday-Family

GAME DAY

PEP RALLY/SCHOOL DAY

Pep rallies will be held during the day. We want our football players to enjoy this time but understand it's our job to win the game that night.

The school day is like any other day for us. It's an opportunity to increase our knowledge and skills.

TEAM MEAL/PREPARATION

The varsity will have a pre-game meal in the cafeteria followed by a set plan leading up to the pre-game. Do not deviate from the plan.

The jv and freshmen teams may have food brought to field house prior to departing or other possible arrangements will be made.

Per UIL rules, MWISD can feed athletes at away games. Parents are responsible for the expense for home games. More information will be available on the weekly itinerary.

PREGAME

Predetermined and consistent schedules will be followed for home and away games. Schedules are posted in the locker room later in the week. Keep helmets tucked and hand over heart until the national anthem has concluded!

HALFTIME

10 Minutes – Players off their feet, take care of equipment/restroom etc. Coaches adjust.

5 Minutes – Offensive/Defensive Meetings

5 Minutes – Position Meetings

4 Minutes – Team Talk, Captains Out, Take the Field!

POSTGAME

Line up to shake hands with opposing team (Great Sportsmanship!)

Line up facing home stands for school song/ then walk the stands

Locker room

Team Talk

Press & Board Bus

SATURDAY MORNING Varsity, Double Dippers and Attack Team Players: Others are welcomed to attend

8:30 – 9:15 AM - Treatment of Injuries

9:05 AM - Players Arrive

9:15 – 10:15 AM - Roll Call in weight room: Players Lift/Run/Shower

10:15 AM – 12:15 pm - Players View Game Film/Mtg

REMOVAL/QUITTING

If you remove yourself from this program or by the coaching staff, do not expect to return!!! Former players are only allowed back on team with 2 players, a coach sponsorship and team Council vote. The player will return under a contract for one year and sponsors are subject to same discipline if returning player is disciplined. 7000 yards of documented man makers is required to return. See the MWISD policy concerning quitting a sport.

ABSENCES

All football players must contact their position coach or Coach Perry prior to missing the athletic period or practice before it begins to be excused. Leave a voicemail or a text. Family emergencies, sickness with a doctor note, and sickness involving fever and or vomiting are excused. Unexcused absences will result in punishment and loss of playing time or not suiting up to play. 400 yards of man-makers is used for first unexcused absence. The punishment doubles after each absence. Only Coach Perry can determine if absence is excused.

ATHLETIC SECURITY

There always seems to be problems with items coming up “missing” in locker rooms. No matter the cause – we must have a solution.

Athletic Solution:

1. Coach – Will make sure all players have a secure place to store items of value.
2. Athlete – Will store items of value in the secured area.
3. Team – Eliminate selfish acts such as taking or borrowing things that do not belong to you.

If the coach does not furnish the athlete with a secure place to store valuable items, then we will assume responsibility.

If the player does not store valuable items in the secure place, then the athlete assumes responsibility.

PARENT EXPECTATIONS

Trust us to do what is in the best interest of your son. Help your son attend every function on time. Do not pamper your son, allow him to make excuses or allow him to complain at home. If you have questions or concerns, please communicate with coaches rather than players. Never hesitate to call Coach Perry about any concerns that you might have. The only problem we cannot solve is the one we do not know about. All meetings will take place with Coach Perry, the parents and the athlete. Playing time and comparisons to other players will not be discussed.
Do not allow yourself to be a negative in the RAM community!

OFF-SEASON/ SPRING/SUMMER

It is our expectation for our football players to play multiple sports and school activities. We strongly encourage our football players to volunteer for track and power lifting if not in another spring sport. We also expect our football players to participate in the Summer Strength and Conditioning camp as well as grade 7-9 football camp. In off-season, expect to stay after for weights and conditioning Monday-Thursday unless in another spring sport.

CHARACTERISTICS OF CHAMPIONSHIP RAM FOOTBALL PARENTS

1. Be positive with your son. Let him know he is accomplishing something simply by being a part of this team and this program.
2. If your son is not a starter, assure him his role is extremely important to this team. Do not offer excuses for him if he is not playing. Encourage him to work hard and do his best being a doer not a complainer.
3. Support your son's coaches as they represent the authority directing this team. When the coaches are supported by parents, the players will certainly follow suit.
4. Encourage your son to follow all team rules. Football is a very demanding sport, thus coaches must concern themselves with a player's off-the-field activities to get the maximum, physical and mental performance out of his players. The more sacrifice one makes for the team, the more the team means to him.
5. Insist on your son doing his best in the classroom (**Academic & Behavior**). Every player is a asset to our program.
6. Parents must be team players as well. Try not to live your life vicariously through your son. Football is a young man's game; let him play it. Be careful not to develop envy toward other players because of touchdowns, pass receptions, tackles, scholarships, etc. **Parent jealousy can devastate the best teams.**
7. Respect the profession of coaching. Your son's coaches are professionals and are with your son year-round. Coaches know their talent and know what your son can regard his playing abilities.
8. Be an enthusiastic **RAM** fan. Always display the class pride and great sportsmanship for which we are known. Degrading of players, officials, and opponents is not representative of the **RAM** tradition.
9. Encourage your son to improve his self-image by believing in himself, his teammates, and his coaches. Every person has been created with worth and value. Always remind your son of this fact. Tell him he is special and only limited to the degree that he limits himself. Do not compare or contrast your son with other players or family members.
10. Strive to understand the importance of "**TEAM**". You as parents are a vital part of our team and our success. Encourage your son to play for the love of the game not for a scholarship. We will do all we can to help your son play beyond the high school level but our coaches do not give scholarships. First and foremost, tell them to worry only about having a great season this fall. **Usually good things happen to the unselfish, hardworking person.**

TEAM GOALS AND CORE VALUES

1. **Win First Game.**
2. **Win First District Game**
3. **Have a Winning Record**
4. **Make the Playoffs**
5. **Win District Championship**
6. **Practice Thanksgiving Day**
7. **State Championship**
8. **100% Passing and Graduation Rate**

To obtain the Team Goals, the following Core Values must be embedded into each individual member of our program.

1. **PERSONAL COURAGE:** DISPLAY A GREAT WORK ETHIC AND POSITIVE ATTITUDE. DON'T BE AFRAID TO MAKE A MISTAKE. DON'T BE AFRAID TO BE GREAT. FIGHT THROUGH ADVERSITY.
2. **SELFLESS SERVICE:** TEAM BEFORE THE INDIVIDUAL 24-7. HAVE FAITH IN THE PROGRAM AND BE WILLING TO DO THE LITTLE THINGS FOR IT. BE COACHABLE. EVERYONE HAS A ROLE AND ALL ARE EQUAL.
3. **INTEGRITY:** COMPETE WITH CLASS IN ALL THAT YOU DO. DO WHATS RIGHT! TREAT OTHERS WITH RESPECT.
4. **PERSEVERANCE:** THE DIFFERENCE BETWEEN IMPOSSIBLE AND POSSIBLE LIES IN A PERSON AND TEAMS DETERMINATION. BE AN OVERACHIEVER!
5. **EXCELLENCE IN ALL THAT WE DO:** DEVELOP A SUSTAINED PURSUIT FOR LONG TERM PERFORMANCE AND SUCCESS. INVEST IN THESE CORE VALUES.