

A young boy in a dark long-sleeved shirt and blue jeans is running away from the camera down a long, straight asphalt road. The road is flanked by a white fence on the left and a wooden fence on the right. In the background, there are utility poles, trees, and a speed limit sign for 35. The scene is set in a rural, open landscape under a clear sky.

**The extra mile has no traffic jams.**

Todd Lapidus

**When you do a little more,  
you stand out a lot more.**

Ron Kaufman

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**Service With a Smile**

**Service is what life is all about.**

Marian Edelman

**Serve well,  
do well,  
live well.**

Ron Kaufman



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**Outrageous actions  
can lead to outrageous  
results.**

Arthur Kaufman

**Be outrageous!  
It's the only  
place that  
isn't crowded.**

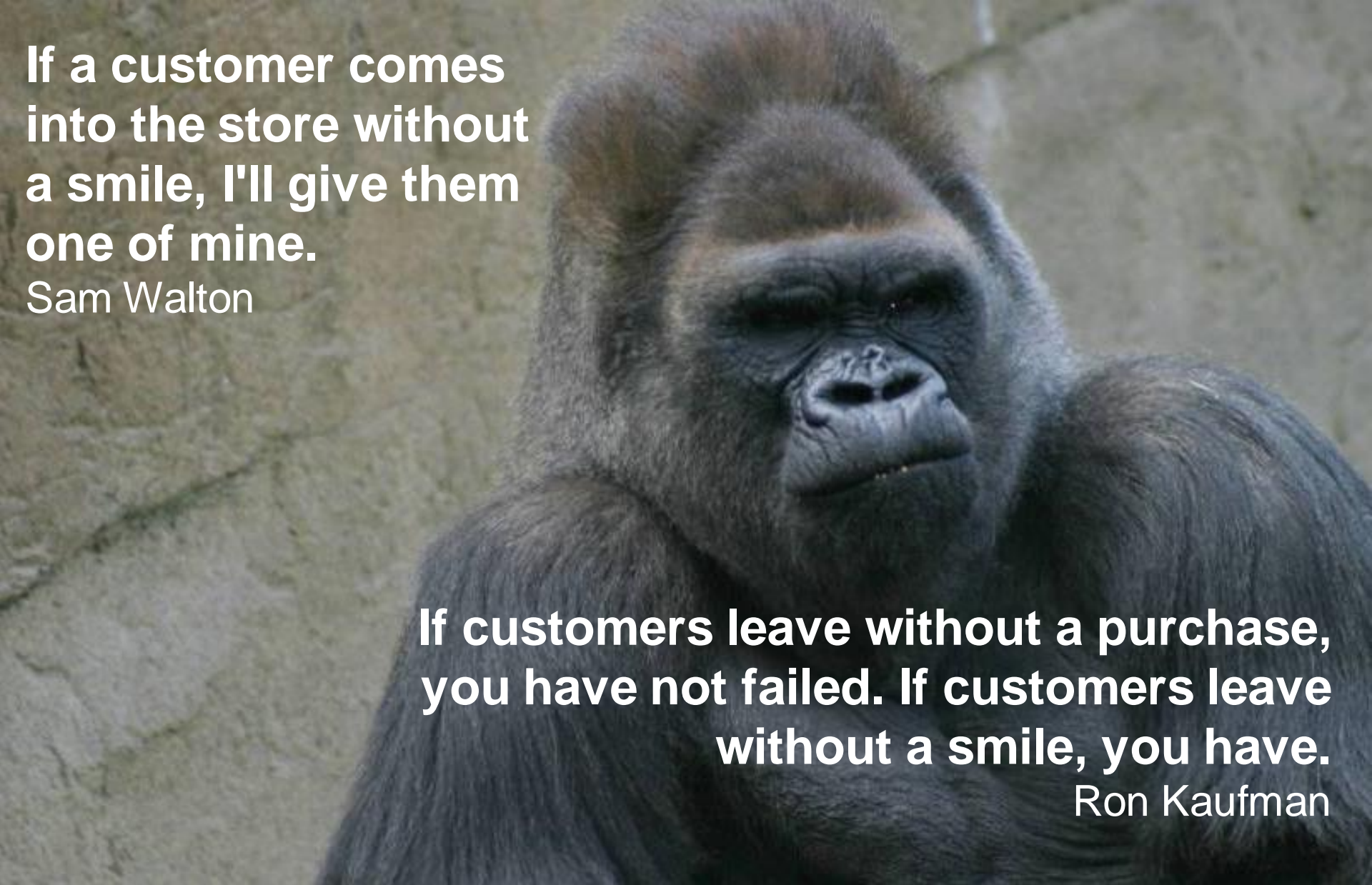
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**If a customer comes  
into the store without  
a smile, I'll give them  
one of mine.**

Sam Walton

**If customers leave without a purchase,  
you have not failed. If customers leave  
without a smile, you have.**

Ron Kaufman

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**All people smile in the  
same language.**

Anne Frank

**Crossing the barrier can  
be as simple as a smile.**

Ron Kaufman



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**Our goal is perfection.  
Excellence will be tolerated.**

Sim Kay Wee



**Make your upper limit,  
no limit.**


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A close-up photograph of a giraffe's head on the left, facing right. A young child with blonde hair is on the right, reaching out to feed the giraffe with a piece of green grass. The background is a soft-focus green forest. The text is overlaid on the top right of the image.

**A thousand good words will not  
leave so strong an impression  
as one good deed.**

Henrik Ibsen

**Don't just talk about it, do it.**

Ron Kaufman

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**Don't just learn the  
tricks of the trade.  
Learn the trade.**  
James Bennis



**Strong service  
skills are the  
foundation for  
success.**  
Ron Kaufman



**You can't promise your customers sunny weather, but you can promise to hold an umbrella over them when it rains.**

Ron Zemke

**Always do what you can, instead of worrying about what you can't.**

Ron Kaufman



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**No one ever listened  
themselves out of a job.**  
Calvin Coolidge

**You've got one mouth  
and two ears.  
There's a reason.**  
Ron Kaufman

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The greatest gift you can give another is  
the purity of your attention.

Richard Moss

Your attention is measured in  
quality not quantity.

Ron Kaufman

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A photograph of two brown horses in a grassy field. The horse in the foreground is leaning its head against the back of the horse behind it. The background shows a line of trees under a clear sky.

**People are only as rich as they give.  
Who gives great service gets great returns.**

Elbert Hubbard

**An investment in service  
is sure to pay you back.**

Ron Kaufman

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