



## MISSION STATEMENT

The mission of A.Y. McDonald Mfg. Co. in the words of our founder is

*“To make good products and to sell them honestly.”*  
We, the stockholders and employees, accomplish this by extending the McDonald family culture through excellent customer service and by focusing on our customers' needs.

## WHO'S THE BOSS?

Here's a question I'll bet you could ask a thousand working people and never get the right answer. The question is: *“Who's The Boss?”*

There's only one boss, and whether a person shines shoes for a living or heads up the largest corporation in the world, the boss remains the same. *It's The Customer!* He is the person who pays everyone's salary and who decides whether a business is going to succeed or fail. And he doesn't care if a business has been around a hundred years. The minute it starts treating him badly, he'll put it out of business.

This boss, the customer, has bought and will buy everything you have or will have. He's bought all of your clothes, your home, your car, your children's education, and your vacation. He pays all of your bills, and he pays them in exact proportion to the way you treat him.

The man who works deep inside a big plant on an assembly line might think he's working for the company that writes his pay check, but he is not. He's working for the person who buys the product at the end of the line, the customer. In fact, this customer can fire everyone in the company from the president on down. And he can do it by simply spending his money someplace else. This is one of the reasons why taking pride in the work we do is so important to us personally. Doing an exceptionally good job will not only bring joy and satisfaction, it will help get more customers, keep the ones you've got, and insure that you continue to get a pay check from your bosses.

Some of the largest companies that had flourishing businesses a few years ago are no longer in existence. They couldn't - or didn't - satisfy the customer. They forgot who the boss really was!



# A.Y. McDonald Mfg. Co.

WATERWORKS | PLUMBING VALVES | PUMPS | GAS VALVES



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