

# M Monthly Marketing Morsels

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#### JACK CANTWELL BUSINESS PHILOSOPHY

1. Provide ongoing value for Clients
2. Equally important - Give back to the Community

#### COMMUNITY INVOLVEMENT

##### Lebanon Valley Chamber of Commerce

Member of the Military Affairs Committee  
Winner of General Frank Smoker Beyond the Call Award  
Ambassador of the Year

##### Community of Lebanon Association

Former Board Member (15 years)  
Businessperson of the Year  
Lester Leffler Community Service Award

##### Myerstown-Elco Rotary

Active Member, PR for Flags for Heroes

##### Mary Gate of Heaven Church, Myerstown

Lector, Cantor, Choir

##### Compeer of Lebanon County

PR volunteer

##### The Anne Fund

Sports Memorabilia Auction PR

##### Ithaca College

Former Board Member

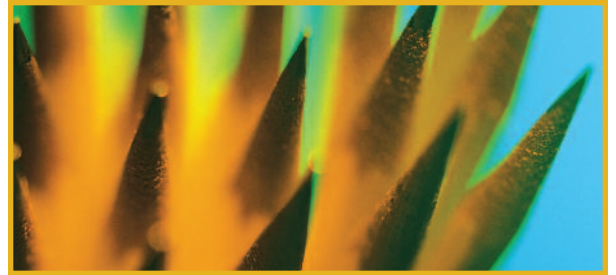
Edgar "Dusty" Bredbenner Distinguished Alumni Award



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**Success  
begins  
with  
written  
Core  
Values.**



**T**his month's Morsel focuses on a path to success that Community Homes of Lebanon County, a valued client of five years, faithfully follows when they create and manage safe, affordable housing for hundreds of seniors, disabled, and disadvantaged families in Lebanon County, Pa, where I live myself.

Their roadmap for success faithfully follows a set of Core Values, which they have written as a key reference to all decisions they make at a business. We can all learn from this lesson.

The Core Values are **Truth, Responsibility, Hope, Respect, Compassion, Fairness, and Safety.**

If you want more details, visit the website ([www.communityhomespa.org](http://www.communityhomespa.org)). On the menu, find "About" and scroll down to "Core Values explained in Charlie's Corner", a blog series by Community Homes CEO Charlie Rush that writes about each Core Value in detail. I promise you will learn something about how to conduct your own business, and how to change lives for the better.

A similar path is being followed by the Company of another friend, Dave Ober, an entrepreneur who has turned a one-man business in 1989 into a Corporation, Environmental Cleaning Solutions, that has a footprint today in 12 different states with over 500 employees. Visit [www.ecscommercial.com](http://www.ecscommercial.com) to learn about Dave's way of doing business. You will find useful input when you click on "Our Story". You will find keywords like **Own, Empower, Serve, and Grow** that keep ECS on the road to success.

Paying attention to companies grounded in the right core values can always benefit you. It is also fun to be around them.