

EMR ANNOUNCES NEW VISION AND PURPOSE

EMR's CEO, Connie Cook, announced a new vision and purpose during EMR's Annual Meeting held in Lawrence, Kansas in February 2010. "It is time for us as a team to take a step toward where we want to be in 2020", said Cook. A new brand, *Delivering Solutions with Purpose*, was announced. The new brand reflects where we have been, delivering solutions to our clients, but adds that we are inspired to give our best in all we do to improve the lives of others - that is our purpose. "Good is not good enough", added EMR's President, Bernie Noonan. "We must be excellent in all we do".

EMR announced a new policy to annually give 10% of its profit to charitable organizations. "We will give to those whose cause we support but can not do anything in return for us", said Cook. Cook is a third generation Eastern Cherokee with connections to the Rosebud Reservation in northern South Dakota. "Responding to clients and offering them practical solutions is what we have always been about. With our new commitment to charitable giving, we now do it in connection to a larger purpose which comes from a larger need outside of ourselves", said Cook.

EMR also launched an update of their mission statement: *EMR is an inspired project management and service team exceeding customer's expectations by delivering innovative, sustainable solutions to environmental and infrastructure challenges and world needs by applying the following principles: Attract, retain, and develop talented employees who share our vision; understand and serve our customers through partnership and sound project management practices; give back to our community, our country, and our world; encourage and embody the entrepreneurial spirit; and endeavor always to make our best even better.*

"Our former brand served us well", said Cook. "But our recent growth in staff, capability, and geography has required a larger vision to focus our efforts and grow toward 2020. We believe that the new vision, which was developed collaboratively with EMR Senior Management, reflects who we are and where we are going. We are very excited about our staff and our future together."