

JUST ONE THING

Title: Reconnecting with Our ROOTS

Company/Organization: Cirtronics Corp

Type of Organization: For profit

Number of Employees: >100

Category: Workplace

Challenge or Opportunity: Cirtronics is always looking for new ways to provide opportunities for employee-owners to utilize their unique talents at our facility. The idea evolved from simply using wooden pallets to create some form of tree to larger recycled art project, leading to a company-wide effort to recycle scrap. This was an opportunity to reduce our waste/environmental footprint, while creating art to represent our company's history, our collaboration, and future growth.

Approach or Solution: Cirtronics proudly unveiled its "Re-Circuitree", an artistic tree crafted from recycled materials used in its manufacturing processes. Trees hold special meaning for all Cirtronics employee-owners, inspired by Founder Gerardine Ferlin's love of Shel Silverstein's "The Giving Tree." which reflects the company's culture of serving. The company's ROOTS (Respect, Optimism, Opportunity, Togetherness, and Strength) are symbolized by the tree, as well as our environmental commitment.

Impact: This project showcases Cirtronics employees' unique talents and the power of collaboration. Our culture of serving is reflected in this art piece, while the symbolism of all components working together in harmony echoes the company's relationships with the 6 We Serve. Based on the original project, a 2nd phase is underway to display our Values around the facility, using recycled elements to complement the tree. All of these pieces are meant to inspire employees and visitors.