

ALFORD 1984

Honoring the Past. Celebrating the Future.

Forty Year Friday - Our Philosophy

As we continue to celebrate our 40th anniversary, we see that many things have evolved and changed dramatically over the decades. The most obvious is the evolution in equipment and technology; we have seen many talented people come through our doors and our events, with many now enjoying the fruits of their labor; we have moved to larger offices to accommodate our growing inventory. Our logo has evolved several times with the aesthetic design of the times, and our slogan has taken a more modern twist. However, as I thumb through the Alford archives of the past, something that has stood the test of time is our company philosophy, which was written by Steve Alford in 1984 when he and Tom created this company. It was republished in a 2-color printed Alford Insider newsletter in 1994 (before websites and social media).

-Melanie Reed SVP Alford Media

ALFORD PHILOSOPHY

Our goal is to be the best (not necessarily the biggest) corporate event staging company in the country. To be the overall "best," we must provide the best of each of the following.

EQUIPMENT

Alford Media will continually strive to stay on the cutting edge of technology. We will use proven technology carefully selected to meet the requirements of each show. We will not incorporate any untested equipment that could jeopardize the success of a show. We will maintain our equipment in clean, good working condition and make positive attempts at protecting equipment from travel and environmental hazards. We will provide the necessary cabling, connectors, and the like for all equipment systems. We will back up gear reasonably, ensuring the success of each show.

PERSONNEL

People are our most valued asset. Alford Media will seek to find and hire the most technically skilled, astute individuals in our industry. Attitude is everything. Our people should put forth a positive attitude towards each job, each client, and each other. We will look to employ those who are self-motivated, loyal, and who seek each day as a challenge. Complacency will not be tolerated. Each person should work well as a team, openly sharing information when needed and doing whatever it takes to make the team (and the job) successful.

VALUE

State-of-the-art, well-maintained equipment and highly trained, energetic employees should be competitively priced, providing superior value to Alford Media's clients. We see our clients as our partners, and as such, we will strive to develop loyal relationships that fairly and mutually benefit one another. Every attempt will be made to exceed the client's expectations while at the same time remaining sensitive and responsive to the needs and concerns of those we employ. We will look for opportunities to make more creative, efficient, and reliable use of the technology afforded us, and will continually examine and evaluate ourselves, seeking input from our clients and our employees.



Left - Right Bill Alford, David Alford, Raby Alford, Steve Alford