

## Care and Concern: A Rare Corporate Culture

What?

Are you kidding me?

Is this a joke?

Aren't all corporations in it just for the money? Don't they massage the numbers so they can look good before investors? And don't they protect their key people with golden parachutes while ignoring the plight of the lowly clerk?

*Well... no. Not all of them...*

In this day and age one start-up company bucks that trend. DNA Imprints in San Diego, CA has decided that their company culture, or what they coin family culture, would be a business model of what is good, decent and proper. And that their company would stand for high values, high standards and high expectations.

From the words of its reclusive founder, "We try to be the best person we can be. We want to go that extra mile for each other. And at the end of the day, I want to hear, 'This is the best company I've ever worked for.'"

Wow! Isn't this a breath of fresh air?

Not only are they treating their staff as family, but they also want to extend that philosophy by providing world-class customer service. They want to leave each customer feeling satisfied with their buying experience. And why not? They know that one customer properly cared for can be more valuable than \$10,000 in advertising.

### **But we're just getting to the good stuff...**

This start-up has made a commitment to give up to 30% of proceeds to causes, charities and non-profits. This is unheard of... especially for an up-and-coming company. This commitment is at their core philosophy and definitely could become a future trend for other start-ups to model.

So why give away a good chunk of the company store?

It all goes back to their family culture of being the best person you can be. DNA Imprints tries to be the best company they can be. And in doing so, they hope to attract the best employees, clients and customers in the entire universe.

Tommy Yan is the marketing director at DNA Imprints, a trendsetting company with a global vision to enhance people's daily lives through artistry and charity. To catch a glimpse of the who, what, where, when, how and why, visit: [http://  
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