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Have They LOST Their Way?

Dave Warren, co-founder, president and chief executive officer of Energy Alloys, LLC, a Houston-based oil services company, attributes part of his company's success to high moral standards. The company's tagline, "We Do What We Say We Do," is displayed on signs and employees' notebooks. This focus has helped the company, which did $350 million in sales last year, build a "real solid and I think exceptional reputation" for meetings its customers' needs, Warren says.

"We are being watched by everybody in the company to make sure we're not only talking the talk, but walking the walk," Warren says. "I think employees see it, customers see it, and suppliers see it; and in the long run, everyone wants to associate themselves with high-integrity and high-credibility type of organizations and people."