CODE OF THE WEST

1. LIVE EACH DAY WITH COURAGE

2. TAKE PRIDE IN YOUR WORK

3. ALWAYS FINISH WHAT YOU START

4. DO WHAT HAS TO BE DONE

5. BE TOUGH, BUT FAIR

6. WHEN YOU MAKE A PROMISE, KEEP IT

7. RIDE FOR THE BRAND

8. TALK LESS AND SAY MORE

9. REMEMBER THAT SOME THINGS AREN'T FOR SALE

10. KNOW WHERE TO DRAW THE LINE.