



## **Business News**

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### **Leading edge company bases it's success on merging old world values with new, integrated, innovative thinking**

Lincka Corporation, long a popular name in Mexico has also been able to define and launch successful and diverse business ventures in the U.S.

The secret is simple, according to President Javier Martinez Campos. "When people ask me how we are so successful, I quickly point out that our employees have been with us 20 years and our customers and communities are very satisfied with our work. It's the human equation".

The following is Lincka's recipe for success:

1. Create a basis for trust and integrity and let it guide your every decision
2. Become part of the community you wish to do business in
3. Treat people fairly and encourage open communications
4. Look at things from a fresh perspective.
5. Research, plan and openly engage all that are affected by what we do to make sure it is valued

While values, innovation, employee retention, trust and growth are hot boardroom topics in most U.S. corporations, Lincka goes about applying all of these principles everyday as a normal, vital part of who they are.