



Inc. 5000

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Lisa Benson is the CEO and Co-Founder of Ellipse Communications, Inc.; the largest provider of custom applications and website development for the Multifamily Industry.

What's your corporate value statement?

"I'm personally prepared to incorporate a higher power."

Lisa M. Benson
CEO / Principal

Do you know the difference between your company's mission statement and its value statement? I would say that many executives can easily recant their corporate mission statement. For heaven's sake it is even likely stuck to their bulletin board in the kitchen or even engraved on a plaque in the lobby...dusty I presume, but hanging publicly none the less. What about your corporate values?

At Ellipse our mission statement includes the usual "improve shareholder return through creating competitive advantage" and such. While our value statement is just simply "To make a difference in people's lives." Engaging ourselves, whether through business changing products and services or giving someone a shot at their dream job. As our economic world continues to slide down the slippery slope, I'm personally prepared to incorporate a higher power to all our benefit. When it comes down to, it we carry a sincere amount of social responsibility for our thirty-six employees and our industry.

In 2008 I spent a week in a Buddhist sanctuary in Prague, Czech Republic learning meditation practices and spiritual training. Bhante Wimala, a Sri Lankan monk schooled in Theravada Buddhism, teaches that an enlightened individual becomes part of an enlightened community, resulting in an enlightened world (www.bhantewimala.com). This

concept can easily be enhanced with the word "business" at each stage. Applying this type of personal attention to corporate consideration or tithing, not only delivers a new level of commitment with the organization, but also provides a new sense of purpose within our current societal discourse. The word tithing comes with a dichotomy of connotations ranging from positive to terrifyingly negative, depending on your personal affiliation. Today the phrase "corporate tithing" will never cross the lips of any executive, not with other benign choices such as "corporate charity" or "corporate contribution". This type of business dedication is not only free, but also brings in fresh talent, ingenuity to old problems, and resounding employee diversity. At Ellipse each of us embrace quality living due to our collective social vision and a nonexistent employee pre-qualification hiring practice.

Prior to now, Ellipse was known throughout our industry as a customer centric service provider with realistic, applicable web based content management and successful Internet marketing programs. In February 2009 we launched our new accessibility formatted corporate website for the vision impaired. This year, our company brings awareness to our industry regarding the need for blind visitor accessibility through WCAG1 (www.W3C.org) and Section 508 (US Accessibility Board, (www.access-board.gov) website development guidelines. We implore other providers in our market to learn more about this cause and the need for social participation. If our industry contributed to social networking the old fashion way with the same conviction held for the Internet version, we would all be a lot better off. *Hmmm...*



ellipseinc.com

“...more than just websites®”

Get off the ledge.
It's about your information,
not the technology.



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Ellipse SymphonySM includes an easy to use content management program that delivers transparency and application standardization to your operations, leasing, communications and executive management.

