



The Critical Job of a Company Mom – Keeping Culture Alive

Presented by:
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Water Street Solutions





Becky Frye






- Married into a large diverse family farm in Peoria, IL
- Owner, Controller, Water Street Solutions – founded in 1994
- Shepherd of company culture
- Raised two children who are now in the family business
- A sister and a sister-in-law also work for the company



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Eradicating Uncertainty
Building Understanding
Creating Success
...through integrated farm solutions



Integrating employees into company culture

- Onboarding
- New employee guide
- Shadow employees
- Ambassador partners
- Employee ride alongs



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