

Koyo Corporation USA was honored to present Midpoint Bearing with the Samurai Warrior Award for 2005. Typically the Samurai Warrior Award is reserved for the best of the best sales professionals in Koyo. For the first time in the history of the award the Samurai Warrior Award has been given to an organization, Midpoint Bearing.

The Samurai Warrior Award is based on the Samurai Warrior's code of conduct, known as the Bushido Code. Bushido means "Way of the Warrior." The Japanese code of conduct is similar to the European concept of chivalry.

The virtues of the Bushido Code are:

Rectitude (Integrity)
Courage
Benevolence
Respect
Honesty
Honor
Loyalty
Wisdom
Sincerity
Frugality
Mastery of profession



"Rice Berkshire and CC Vest comparing their authentic Japanese Samurai Swords."

When it was decided to award Midpoint with this Samurai Warrior award the many nominations included comments such as:

"Midpoint's loyalty towards Koyo is only exceeded by their loyalty to their customers".

"Midpoint fights for what is good and right in business where most would give up and take an easier path."

"Midpoint's never say die attitude is contagious and makes one want to jump in and push."

"Midpoint is very supportive, aggressive, customer service oriented, are very well thought of by their customers, and is supportive of product lines."

Koyo congratulates Midpoint Bearing on their incredible achievement and wish them all the success and happiness the future has to offer.

As a side note, Rice Berkshire the Koyo Salesman who works with the team at Midpoint Bearing was the recipient of the 2006 Samurai Warrior Award.