

Hawaiian Paddle Sports - 2014 Mission Performance Summary

Hawaiian Paddle Sports, a leading ocean activities company located in Maui, provides unique, authentic and intimate experiences with Maui and the ocean. To help guide the company for future growth, Hawaiian Paddle Sports set to formally define their company vision, mission and values:

VISION STATEMENT

A community of sustainably-minded ocean stewards who cultivate a sense of *kuleana* globally.

MISSION

We provide authentic sustainable eco-tours that empower our guests to discover a deeper appreciation of and connection to Hawaii's marine environment.

VALUES

Safety: is always first above all else; **Integrity:** we are who we say we are and do what we say we do; **Exceptional Customer Service:** from first point of contact to the guides on the water, **Community:** this is within our community of team members at HPS but also how HPS connects with the larger Community of Maui, Hawaii and the World; **Sense of Place/Culture:** Culture is what makes Hawaii special... we hope that comes across in everything we do; **Fiscal Stability:** we are a for profit company and this enables us to do the good we do.

2014 Goals

The team at Hawaiian Paddle Sports set out to accomplish the following goals in 2014:

- Participate in 5 service projects to support local, nonprofit organizations
- Make financial contributions of \$6,000 to local, nonprofit organizations or community groups
- Log 100 hours in community service projects
- Ensure newly hired guides are trained as certified Marine Naturalist
- Organize annual cultural training courses for staff

At the end of the year in 2014 Hawaiian Paddle Sports succeeded their goals:

- The company participated in **6 service projects** supporting various local organizations: Two Blue Aina Reef Clean Ups, Camp Imua Ocean Activities Day, Paddle Imua Race, Surfrider Maui Chapter Pohaku Rain Garden, Maui Food Bank Paddle For Hunger
- Over **150 hours** were logged for service projects by the staff at Hawaiian Paddle Sports
- Hawaiian Paddle Sports **donations amounted to \$12,433** to support other local organizations such as Save Honolua Coalition, West Maui Mountains Watershed Partnership, Ka Ipu Kukui, Hawaiian Monk Seal Foundation, Maui Tomorrow, Hawaiian Canoe Club, Pacific Cancer Foundation, Movember Foundation, and many more
- 4 guides completed **Marine Naturalist certifications**
- Staff attended **two Hawaii Cultural training courses** in 2014

We look forward to expanding to fulfill our kuleana on a larger scale in 2015, through environmental and community service projects. Mahalo nui loa for all your support.

Timothy Lara - Owner, Hawaiian Paddle Sports