



Hawaiian Paddle Sports

2016 Mission Performance Report

Hawaiian Paddle Sports is a Maui-based, ocean activities company that prides itself on providing sustainable, intimate, authentic experiences with Maui and the ocean.

2016 was an important year of growth for Hawaiian Paddle Sports. We expanded our *Mālama Maui* give-back program, raising \$33,910 for local organizations and logging over 550 volunteer hours. We also spearheaded the Paddle For Hunger event and the inaugural Paddle For Keiki toy drive.

Hawaiian Paddle Sports was recognized on the state level for its leadership and accomplishments. Our guides Rowdy Lindsey and Curtis Geary were additionally honored with the prestigious EcoTour Guide of the Year award by Hawaii Ecotourism Association.

We are excited about the opportunities in 2017, and look forward to another outstanding year supporting our customers, employees, environment, and community.

Timothy Lara
Owner, Hawaiian Paddle Sports

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:** 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.

2016 Goals

- Seek and obtain relevant ecotourism industry certifications
- Expand community service outreach partners and opportunities
- Raise at least \$20,000 for local community groups, with a minimum of \$8,000 in direct monetary donations from HPS
- Log at least 400 volunteer hours
- Continue to enhance professional development opportunities for employees, including dedicated whale season training, Hawaiian cultural trainings/experiences, and marine naturalist trainings

2016 Accomplishments

Hawaiian Paddle Sports is proud to report that we not only accomplished, but in fact exceeded, many of our 2016 goals. Much of our work this year focused on expanding and enhancing our community partnerships, while also improving employee trainings and development opportunities.

Community Support

- **Successfully built on our *Mālama Maui* community give back program.** *Mālama Maui* grew to include new partner organizations and conducted volunteer service projects throughout Maui. Non-profit partners included: Hawaiian Islands Land Trust, Sustainable Coastlines, Whale Trust

Maui, Maui Youth and Family Services, Maui Cultural Lands, Hawaiian Canoe Club, Camp Imua, Maui Nui Marine Resource Council, Hawaii Wildlife Fund, Pacific Cancer Foundation, Maui Food Bank, Paddle For Keiki benefitting Toys for Tots Maui, Heroes on the Water, Maui Huliau Foundation, Hawaiian Alliance for Progressive Action, Maui Tomorrow, Kihei Youth Center/Wailea Canoe Club, Lae Ula O Kai Canoe Club, Kilauea Point Natural History Association, Hui O Wa‘a Kaulua, Kihei Canoe Club, Maui Youth & Family Services, & Hawaii Ecotourism Association.

- **Donated and raised \$33,910 for local organizations**
 - **\$13,829** = Direct, monetary donations
 - **\$5,521** = In-kind donations
 - **\$14,560** = Raised with the support of partnerships and assisting in fundraising events

- Employees logged **552 volunteer hours with 12 different non-profits.**

- **Organized the 16th Annual Paddle for Hunger event benefitting Maui Food Bank.** The event hosted 300 participants and raised a record breaking \$8,000 and 1,050 pounds of food. The donations amounted to 33,400 meals for needy families in Maui County.

- **Launched Maui’s first Annual Paddle for Keiki event.** Building on Maui’s Toys for Tots event, Paddle for Keiki brought together the island’s paddling community to raise support for our local *keiki* (children). The event included over 100 paddlers who raised \$3,810 in gifts and donations for Maui’s youth.

Certifications and Awards

- **Celebrated 1 year as Maui's only Certified B Corporation.**
- **Achieved recognition as a "Dolphin SMART Proud Supporter"**. Dolphin SMART is a voluntary recognition and education program run by NOAA's Office of National Marine Sanctuaries and National Marine Fisheries Service that encourages the responsible viewing of wild dolphins. As a Proud Supporter, HPS raises public awareness for the program, promotes responsible viewing and advertising of wild dolphins, and increases public education about the importance of responsible wild dolphin viewing.
- **Marine Naturalists Rowdy Lindsey (Hawaiian Paddle Sports) and Curtis Geary (of sister company Maui Kayak Adventures) were recognized as Maui Ecotour Guides of the Year by Hawaii Ecotourism Association.** The award recognizes outstanding tour guides of Certified Sustainable Tour Operators who embody the principles of sustainable tourism.
- **Received the following awards and recognition:**
 - Best Activity Company (Winner - Maui Time)
 - Leaders in Activities (Winner - Pacific Business News Pineapple Award)
 - Hawaii's Best Workplaces (Finalist - Pacific Business News)
 - Best In Small Business (Finalist - Business Leadership Awards)

Staff Training and Development

- Incorporated employee trainings that focused on **Hawaiian culture, humpback whales, and the ocean ecosystem**. Employees received both in-class and immersion-based cultural training, and attended a dedicated training on humpback whales.
- 15 employees completed **Hawaiian Culture Training**.
- All Hawaiian Paddle Sports guides hold the **Marine Naturalist Certification** (or equivalent).
- All Hawaiian Paddle Sports guides hold **CPR and Lifeguard certifications**.
- **Hosted 2 Ocean Safety Trainings for employees**. In-water training enabled guides to respond to various on-the-job scenarios & enhanced job skills as an ocean guide.
- **Employees participated in bi-annual company retreats focused on team building, cultural training, and environmental awareness**. In May employees kayaked Kauai's famed Napali Coast and fulfilled their kuleana by performing a beach clean up at Milolii Beach. In December the team spent 4 days in Hana, Maui, collectively refining company values, exploring the historical coastline, and spending a day at a community farm to learn about sustainable farming and weed *kalo* garden beds. Bi-annual retreats build the knowledge and skills of our employees, and also represent our commitment to helping our employees develop both professionally and personally.