



OUR MISSION

That our programs provide access to the beauty and exhilaration of outdoor experience for families and friends wishing the connection of shared time, for the eco-tourism market seeking vacations with fun and learning and for those desiring the restorative qualities of nature connections.

OUR VISION

To create fun, inspiring and sustainable outdoor based experiences that enhance understanding and connection to nature, culture and self.

OUR VALUES

- ❖ Practice respectful treatment of guests and nature, through customer service and sustainable business protocol, that deepens the integrity of our company culture.
- ❖ Promote and support a vibrant and exemplary business model that enhances personal and professional development of our staff.
- ❖ Provide the highest level of safety, skills and leadership training for our staff.
- ❖ Develop and maintain positive and professional relationships with Living Adventure partners; The Apostle Islands National Lakeshore, the Red Cliff Band of Lake Superior Chippewa, professional associates and vendors, public agencies and municipalities.
- ❖ Help safeguard wild places for the preservation of the human spirit and the integrity of all life.
- ❖ Achieve organizational elegance through awareness of the inherent connecting nature of water.
- ❖ Mirror the goals of For Benefit companies regarding staff, customers and the planet.
- ❖ Achieve financial success that provides for and sustains the above.

