

MAKING THE CASE FOR CHANGE . . .

The Guiding Principles of Sustainability



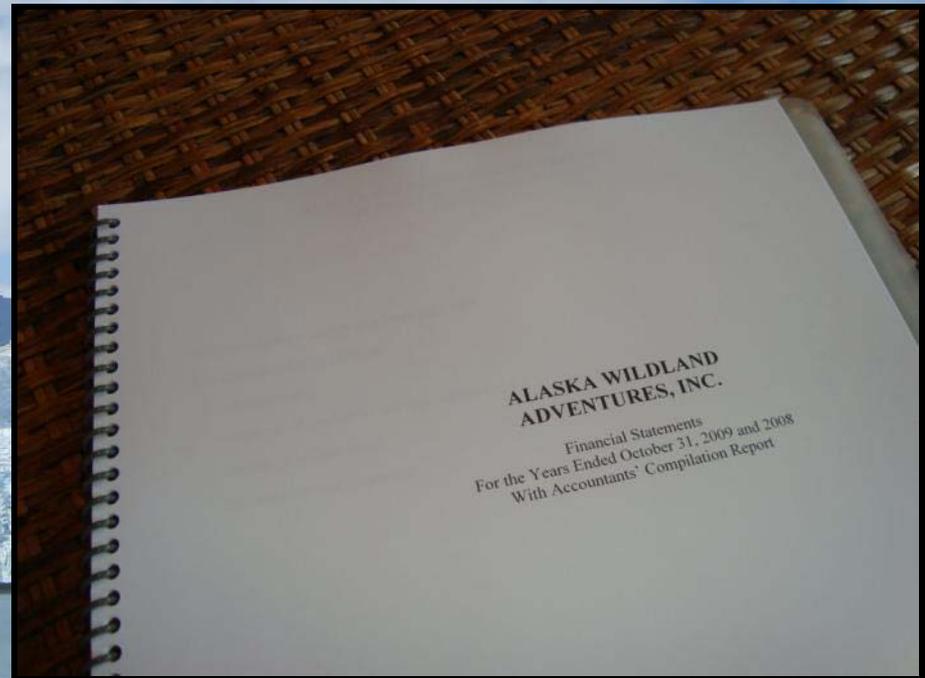
Sustainable Recreation & Tourism
In Alaska Workshop

*THE GUIDING PRINCIPLES
OF SUSTAINABILITY . . .*



THE FIRST GUIDING PRINCIPLE:

*The Greatest Business Asset Can't Be
Found In a Financial Statement . . .*



THE FIRST GUIDING PRINCIPLE:

*The Greatest Business Asset Can't Be
Found In a Financial Statement . . .*

WILD ALASKA!



A QUOTE:

"The nation behaves well if it treats the natural resources as assets which it must turn over to the next generation increased and not impaired in value.

Conservation means development as much as it does protection."

--Theodore Roosevelt

THE SECOND GUIDING PRINCIPLE:

*We Are Partners In Carrying Out
Your Mission . . .*





*"Caring For The Land
And Serving People"*

THREE ROLES. . .

» Access . . .

» Education . . .

» Quantification . . .

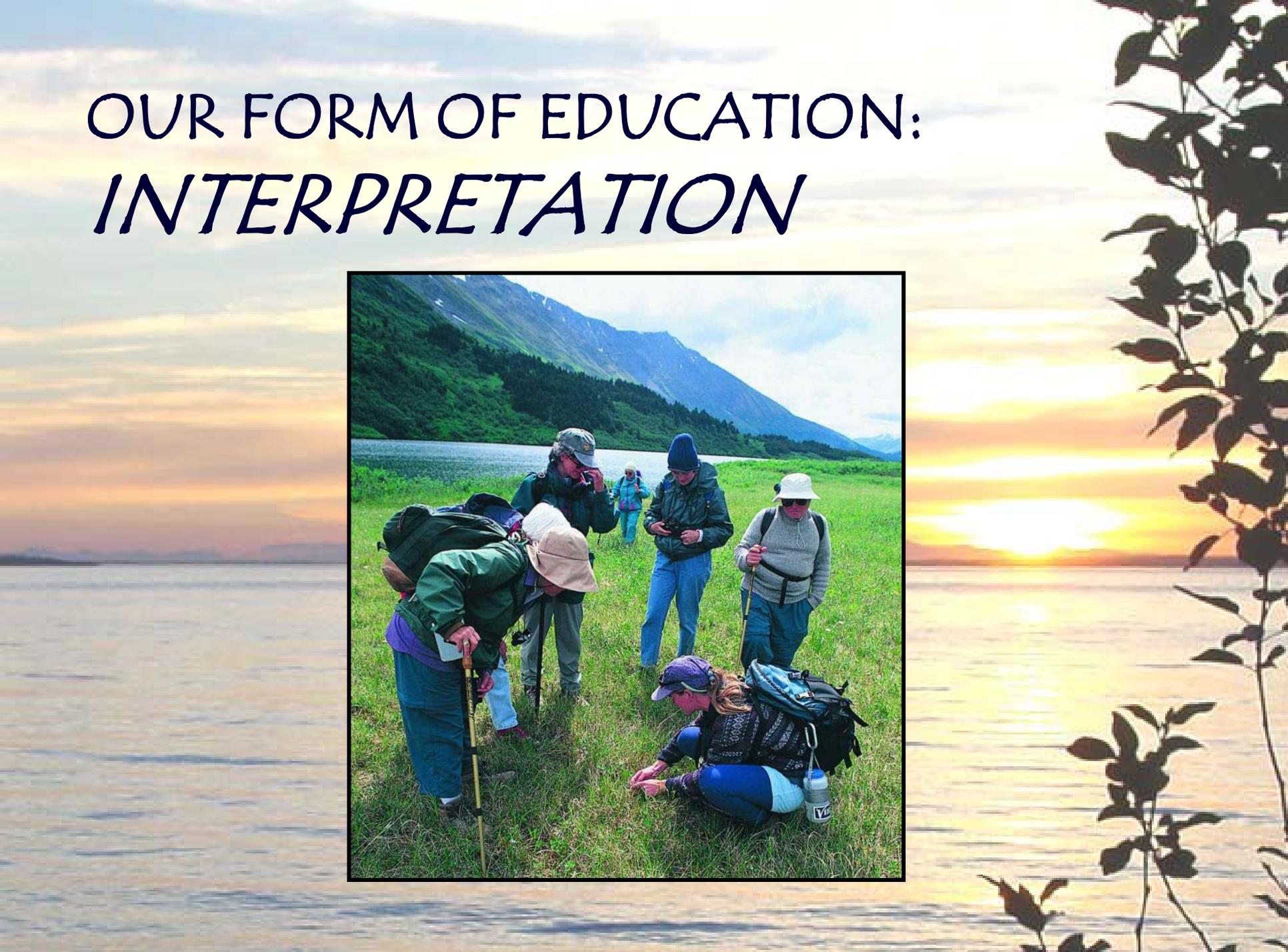
Access . . .



Education . . .



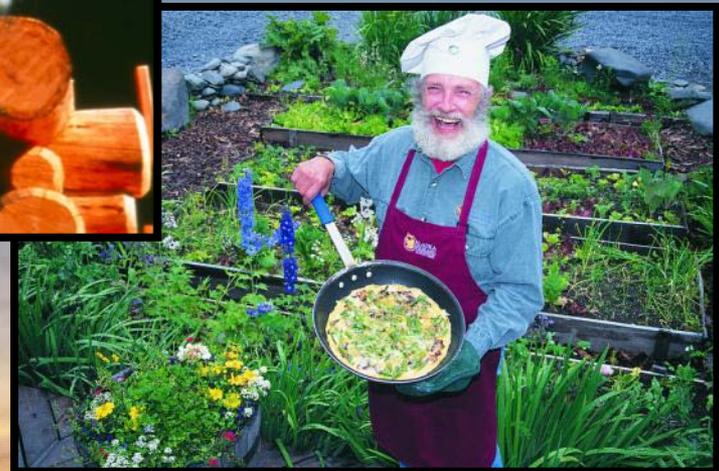
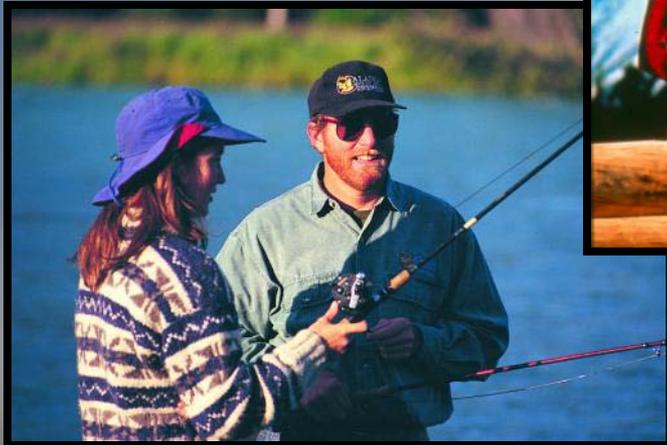
OUR FORM OF EDUCATION: *INTERPRETATION*



Family Travel . . .



Quantification . . .



THE THIRD GUIDING PRINCIPLE:
It Pays To Operate Green . . .





patagonia®

HOW TO RUN A
VALUES-LED BUSINESS AND
MAKE MONEY, TOO



... of social consciousness and practical business advice . . .
... ally responsible twist . . . and it's fun to read, too."
... on, San Francisco Chronicle

BEN & JERRY'S



FIRST WAY IT PAYS...

REDUCES COSTS!







Alaska Vacations, Tours & Alaska Wilderness Lodges

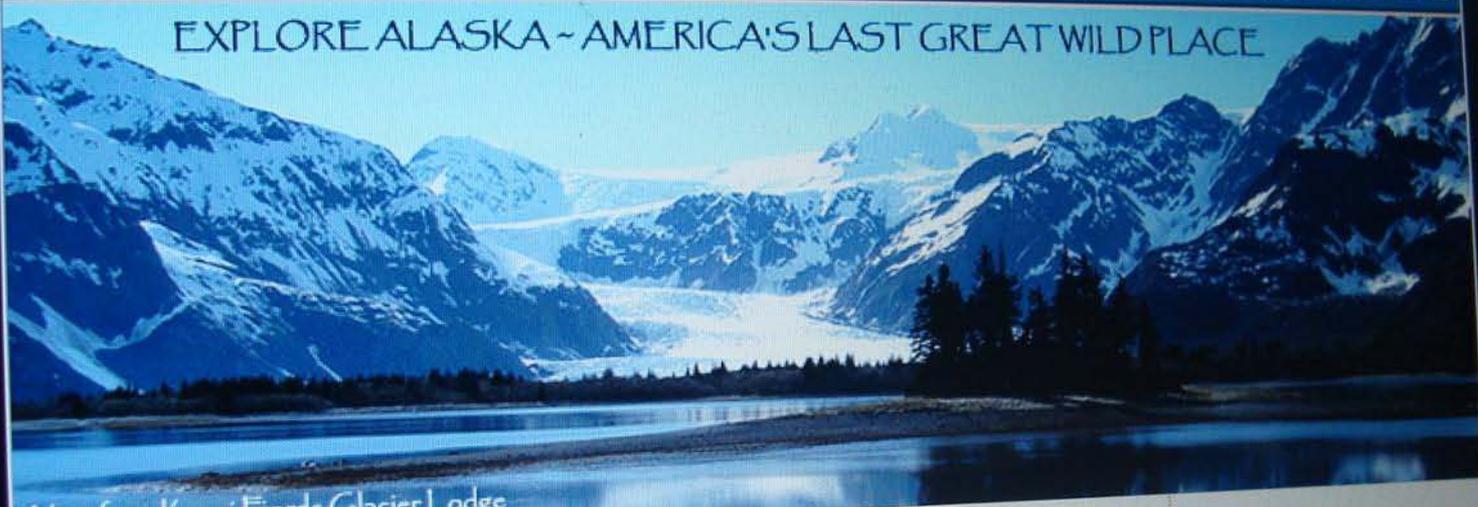
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View from Kenai Fjords Glacier Lodge

2010 ALASKA TRIPS

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Alaska Wildland Adventures has operated **Alaska vacations, lodges, and wilderness adventure tours** for over 30 years. Our company was founded with the goal of sharing Alaska's



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*SECOND WAY IT PAYS...
ATTRACTS CUSTOMERS!*



TRAVELHORIZONS RESEARCH . . .

» More than half would select environmentally friendly products

» 78% of US Adults consider themselves "environmentally conscious"

WHAT ABOUT VISITORS TO ALASKA?

» *When asked the importance of green certification, mean rating over 5 on scale 1 to 7.*

» *3 out of 10 rated it a 7*



*ATTRACTS
GREAT
EMPLOYEES!*

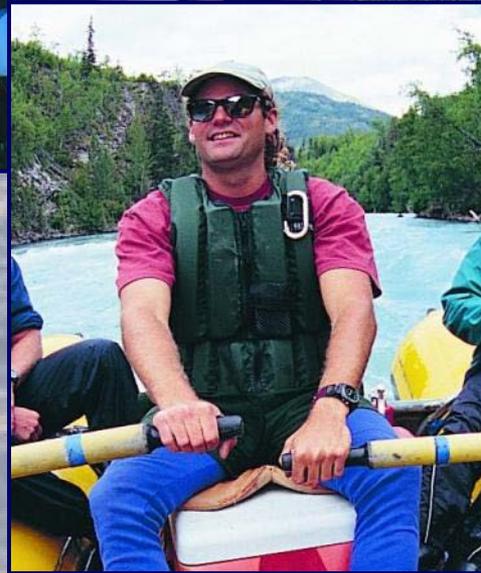
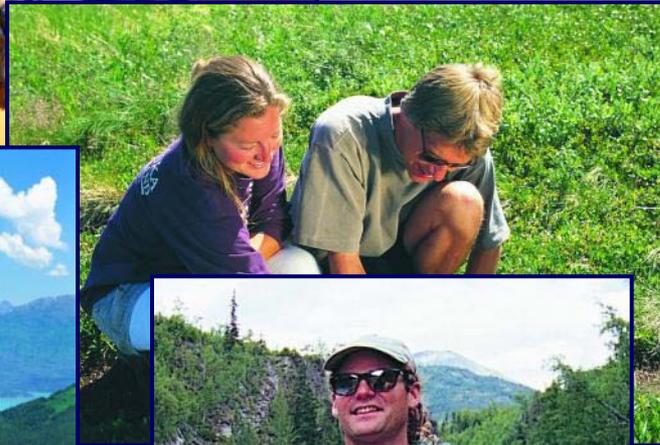
THIRD WAY IT PAYS...

THE FOURTH GUIDING PRINCIPLE:

TREATING THE ENVIRONMENT WITH RESPECT IS

ONLY HALF THE EQUATION . . .

TREATING EMPLOYEES WITH RESPECT IS THE OTHER!



RESPECTFUL MANAGEMENT STYLE . . .

» *Customers First, BUT . . .*

» *Decision Process Important . . .*

» *Manage For Results . . .*

» *Trust, But Validate . . .*

» *Treat All With Respect . . .*

» *Tap Into Passion . . .*

» *Keep An Open Mind and Listen . . .*

REALLY Listen!

*" You do not manage people.
You create a business they care
about so much that they don't
require management; create goals
so compelling that your employees
manage themselves to achieve them.
People don't lead, purposes do."*

-- Harry Beckwith

author of "Selling the Invisible" and

"The Invisible Touch"

"Your subordinates will have more to say about your future than your superiors"

» Loren Belker, from
The First Time Manager

BY ATTRACTING AND KEEPING GREAT EMPLOYEES, YOU SAVE A LOT OF MONEY!

- ◇ Recruitment costs
- ◇ Training Costs
- ◇ Reduced Turnover
- ◇ Increased Productivity
- ◇ Get Things Done!
- ◇ Help Through Hard Times!

THE FIFTH GUIDING PRINCIPLE:

*Working Together, We
Can Craft a Better Future
Than Working Alone...*



alaska guiding tourism

strategies for success



LINKING
BUSINESS
COMMUNITY &
CONSERVATION



a workbook for | communities | agencies | businesses | residents





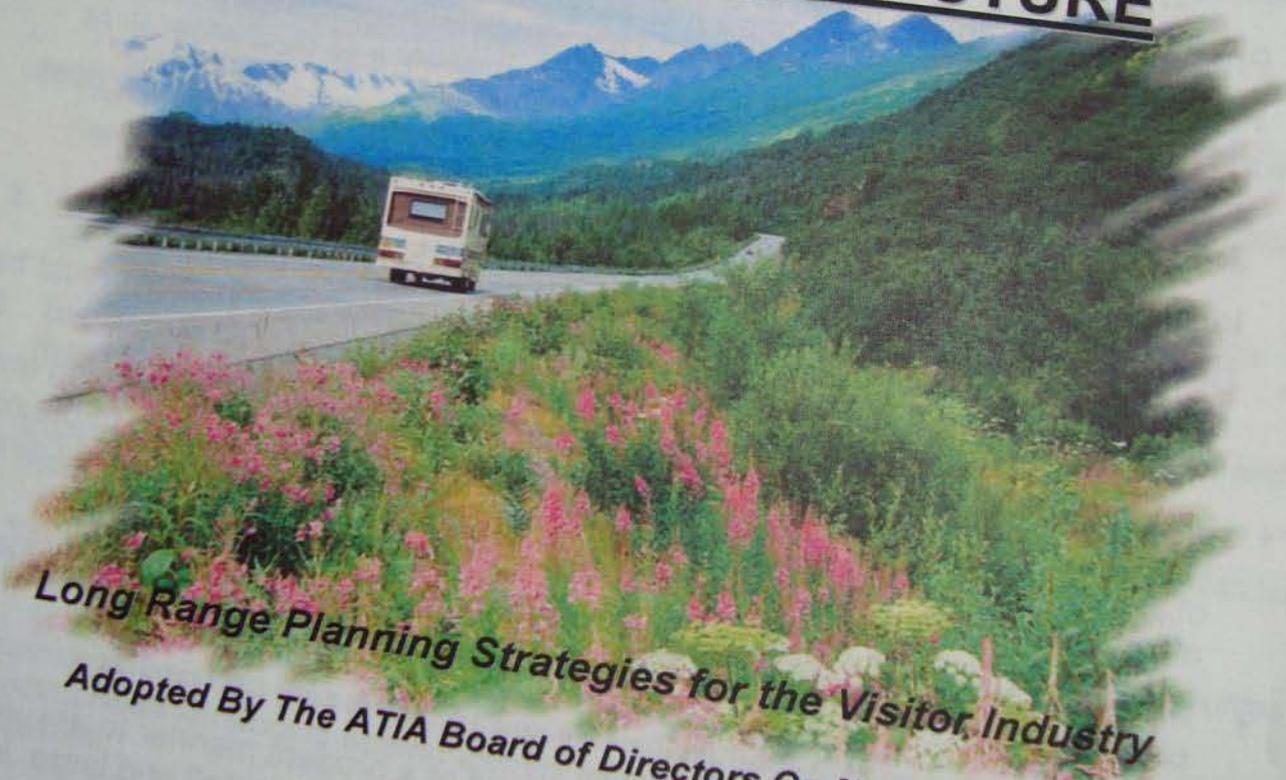
ALASKA TRAVEL INDUSTRY

A S S O C I A T I O N



ATIA will be the leading industry organization promoting Alaska as a top visitor destination, communicating and promoting the Alaskan tourism industry as one of the state's major economic forces, and *will be the respected voice of the industry for the growth of the industry, while remaining attentive to care for the environment, recognition of cultures and Alaska's unique quality of life.*

SUSTAINING ALASKA'S TOURISM FUTURE



Long Range Planning Strategies for the Visitor Industry

Adopted By The ATIA Board of Directors On March 27, 2008

Introduction

This document provides
Association

*There's a strong link between
Destination Marketing and
Destination Stewardship . . .*



*New Strategic Plan for Winter
Tourism Development for 2012!*





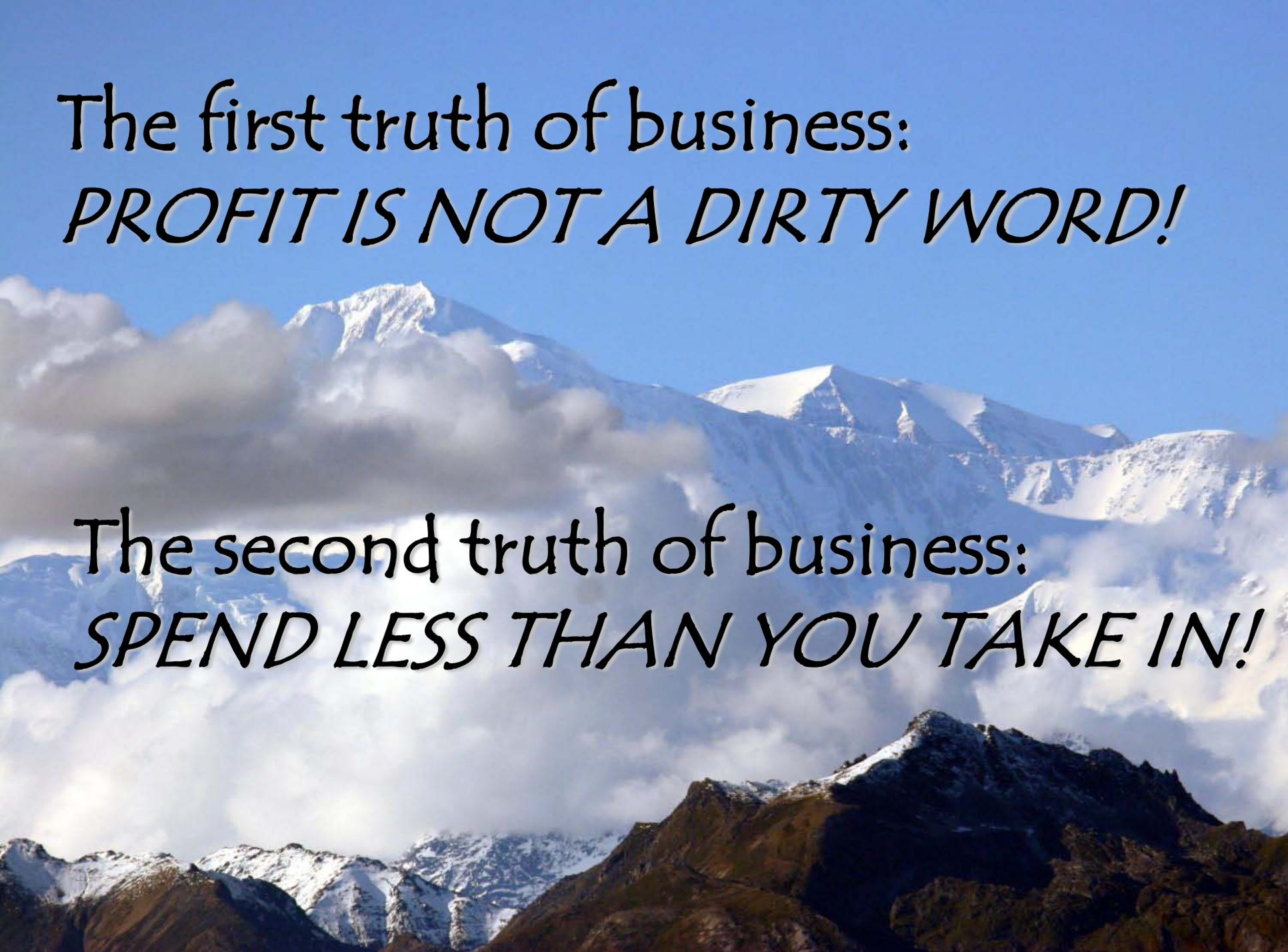
Ice Road Trucking!



THE SIXTH GUIDING PRINCIPLE:

*Sustainability Will Only Work
When Economically Rewarded . . .*





The first truth of business:
PROFIT IS NOT A DIRTY WORD!

The second truth of business:
SPEND LESS THAN YOU TAKE IN!

CHALLENGES FOR THE FOREST SERVICE

Provide modest but meaningful discounts on permit fees for. . .

- »» Businesses that hold Green Certification
- »» Businesses that contribute to nearby conservation organizations
 - »» Youth participation – waive?
 - »» Companies with youth ed. programs
- »» Longer terms, streamlined renewals

SUSTAINABILITY...

Development that meets the needs
Of the present without compromising
The ability of future generations to
Meet their own needs.

-- United Nations

SUSTAINABILITY...

Triple Bottom Line:
Balancing People, Planet, Profit
-- United Nations

SUSTAINABILITY...

*Living off the
Earth's Interest*



Something is sustainable . . .

*. . . if our children's
children will thank us for what we've done*





ALASKAN
AMBER
ALT STYLE BEER
12 FL. OZ.

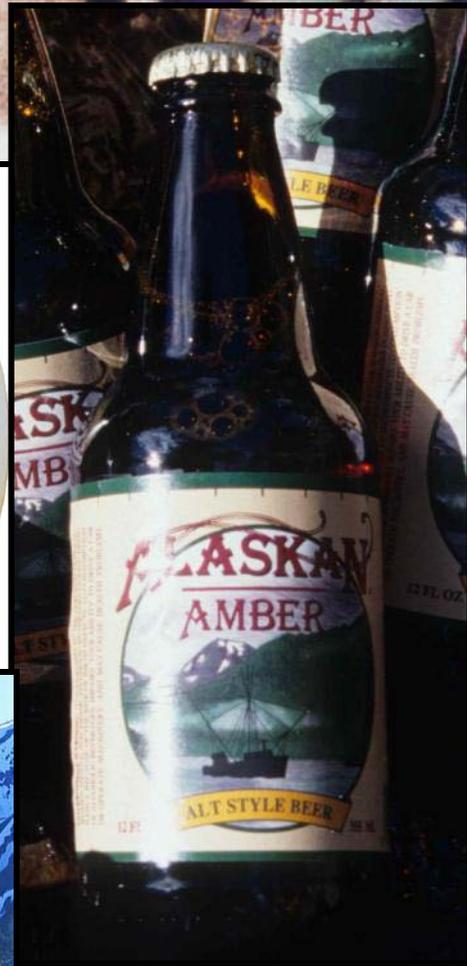
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ALT STYLE BEER

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12 FL. OZ.

ALASKAN
AMBER
ALT STYLE BEER

ALASKAN
AMBER
ALT STYLE BEER



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THINK GLOBALLY.

*DRINK
LOCALLY!*

