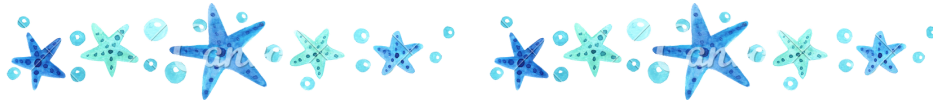




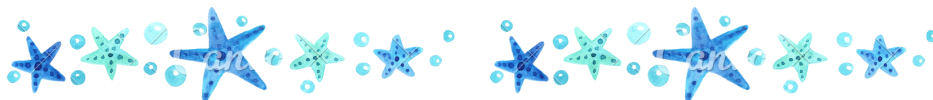
## THE PACIFICA PHILOSOPHY



**Pacifica Paddle Sports wishes to maintain a work environment that fosters personal and professional growth for all employees. Maintaining such an environment is the responsibility of every member of the Pacifica team, regardless of their position. Due to their role, managers and supervisors have the additional responsibility to lead in a manner which fosters an environment of respect for each person.**

It is the responsibility of all our team members to:

- Foster cooperation and communication among each other
- Treat each other in a fair manner, with dignity and respect
  - Promote harmony and teamwork in all relationships
- Strive for mutual understanding of standards for performance expectations, and communicate routinely to reinforce that understanding
  - Encourage and consider the opinions of other employees or members, and invite their participation in decisions that affect their work and their careers
- Encourage growth and development of employees by helping them achieve their personal goals at Pacifica Paddle Sports and beyond
  - Seek to avoid unnecessary workplace conflict, and if it occurs, respond fairly and quickly to provide the means to resolve it
  - Administer all policies equitably and fairly, recognizing that jobs are different but each is important; that individual performance should be recognized and measured against predetermined standards; and that each employee has the right to fair treatment
- Recognize that employees in their personal lives may experience crisis and show compassion and understanding



### WHAT IT ALL MEANS

So what does that all mean? It basically boils down to this - we treat others the way we would want to be treated! Whether it's the way we approach customer service, the way we approach problem solving, or the way we view and communicate with each other as a team – if we only remember this, it will help steer us in the right direction!