

**Mission statement:** *At Dells TimberLand, we believe camping is an experience that promotes family values. We also believe that families and specifically children need a place to learn to have fun without learning negative or destructive behavior. It is our mission to provide a family friendly environment that helps our guests make the most of their camping experience. An environment that promotes family values and teaches people that fun, family and community all go together.*

*In carrying out our day-to- day business, we will strive to:*

- 1. Follow the philosophy that our guests are not interruptions to our work but the reason for our work. Anticipate the needs of the guest. Make services easily available. Provide extra value through business partners in the area.*
- 2. Treat our employees with the highest regard and respect. The daily tasks they perform are the most difficult to find rewarding yet the most important to the company. The employees are the eyes, ears and brains who interact with our guests, providing the image we are judged by.*
- 3. Be considered as a valued member in our community. As members of the community, we have a stake in its well-being and a responsibility to all who live here.*

*Through a long-term commitment to this mission, we will be known in the industry as a company that is innovative in marketing and services, to our guests at Dells Timber Land as a high quality provider of excellent value and family fun. And lastly to our employees and community as hard working, honest and reliable.*