

## STATEMENT OF PURPOSE

### **RDC's Purpose**

RDC's purpose is to serve as a vacation community where people of all ages can enjoy the company of family and friends, and refresh their minds and bodies in a place of great natural beauty. The Camps seek to maintain a simple but comfortable environment which values continuity and lasting friendships but welcomes newcomers and promotes diversity.

### **Guiding Principles for RDC's Leadership**

To fulfill this purpose, RDC must preserve the essence of what has made the place unique, especially the extraordinary natural setting. The Camps must practice responsible stewardship of our lands and watershed and show leadership in the region's social and environmental affairs. We must also continue to be a responsive enterprise, seeking continually to improve services and facilities to meet the needs of our community through the careful and sensitive adaptation of traditional operations. We must ensure that persons of all backgrounds who cherish nature can find enrichment on our shores, in a place where coming together and being alone are equally respected.

To uphold these principles, the Board of Directors of RDC, management and staff must maintain a balance among the interests of four constituencies:

- \* Our guests, by providing reasonably priced vacations that reflect quality without pretense, simple but comfortable facilities and a competent and friendly staff.
- \* Our investors, by sustaining shareholder value - both monetary and non-monetary: monetary value through prudent fiscal management; and non-monetary value through enhancing shareholder enjoyment of and participation in the institution, thereby strengthening commitment to the purpose of RDC.
- \* Our staff and summer employees by providing competent leadership, good working conditions and fair wages.
- \* The Town of Holderness, as well as other Squam Lakes communities, by actively working with public and private organizations and individuals in pursuit of objectives for the Squam Lakes environment which are compatible with those of RDC.