

HELICONIA

WWW.HELICONIA.CA

**VISION
MISSION
VALUES**

ORGANIZED BY:

Ken Whiting – Founder | President

Brendan Mark – Partner | Vice-President

VISION, MISSION & VALUES

VISION

Opening the door to the great outdoors and adventure travel

MISSION

We are a passionate team that works with influencers to produce outdoors and adventure travel content that inspires and educates consumers while providing powerful promotional value to tourism organizations and outdoors oriented brands. We use broadcast television, digital video, social media, along with organic and paid search strategies to distribute this content to millions of targeted individuals within the United States and other key global markets.

HELICONIA'S CORE VALUES

FAIR AND SQUARE

At Heliconia, we believe that a fair deal is the only deal to make. Fairness is the foundation for gender and racial equality, and for the development of any strong, long-term relationship. We treat others the way we expect to be treated. We are open, honest and direct in our dealings with all our team members, customers, and suppliers. When you know that you will be treated fairly, and when you always treat others fairly, you will be at peace with the decisions you make, and will avoid unnecessary conflict.

PRIDE AND PREPARATION

At Heliconia, we take great pride in everything we do. We have big goals that will only get done through hard work. We expect all team members, customers and suppliers to do the same. We do everything to the best of our ability but realize there's always room for improvement. In fact, continuously improving and learning from our mistakes is what provides us with a competitive edge. We believe that preparation is an important part of doing something to the best of your ability, and we greatly value putting in the work necessary to prepare for a challenge.



HELICONIA'S CORE VALUES CONTINUED

EMBRACE AND ENCOURAGE CHANGE

Heliconia has survived and grown over the past 20 years by evolving and adapting within a changing media landscape. The media landscape is only going to change more quickly in the coming years, which is why it's critical for all Heliconia team members to embrace and encourage change, with the goal of continuous improvement. We believe that there is a false sense of security that comes from stability. Having the courage to look ahead, anticipate change, and evolve proactively is essential for remaining a competitive business. There is also tremendous opportunity that comes with change, along with the satisfaction that comes from being part of a growing, evolving and dynamic team.

WORK HARD, PLAY HARD, LIVE HEALTHY

We believe that healthy lifestyle choices and a healthy balance between work and play leads to increased happiness, which has a profound impact on all parts of one's life. Taking time to do what you love is as important as working hard. It's the reason our main office is based out of the small, rural town of Beachburg, Ontario. Beachburg doesn't have a gas station or a pub, but it has great hiking, biking, paddling only minutes away. Healthy lifestyles and life balance not only leads to more happiness, but it leads to higher energy, improved physical and mental wellness, better relationships, increased productivity and general 'joie de vivre'.

TREASURE OUR WORLD

We believe access to the outdoors for everyone is important, and that the environment must be protected for future generations. As an advocate of outdoor adventure activities and adventure travel, we are sensitive to the potential impacts of these activities on the environment and encourage sustainable practices.

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