



Media Kit 2015

AROA Guiding Principles

Mission Statement

To support and protect commercial rafting and kayaking and other recreational activities within the Arkansas Headwaters Recreation Area. We understand that the Arkansas River is a tremendous resource for outdoor recreation and will work to maintain this appeal.

Member Benefits

- Representation for issues regarding water flow on the Arkansas River
- Representation for issues regarding the Management Plan and Rationing Plan
- Money saving educational resources pertaining to current policies
- Access to public relations campaign

Objectives

- Maintain boatable flows on the Arkansas River
- Work to keep the Management Plan and Rationing Plan fair and equitable for the membership
- Educate the membership about industry standards
- Promote achievements and mitigate crisis through a public relations campaign
- Use our collective resources to promote a healthy and vibrant business environment
- Adhere to a Code of Ethics

Code of Ethics

This AROA code of ethics is a statement of the common values of this association. It is meant to guide us in the business decisions we make as Arkansas River outfitters, individually and collectively.

- All AROA members shall strive to provide an enjoyable experience for visitors to the AHRA.
- At all times members shall adhere to industry standards.

- Members will act in a manner that is respectful to employees, associates, competitors, customers, the public, government agencies, and all others associate businesses.

Model to Resolve

In the event of conflict between member outfitters, the following process will be followed.

- Head guides from relevant businesses will discuss the issue.
- Owners of relevant businesses will discuss the issue.
- If conflict remains unresolved, then the issue will be brought to the board for discussion. All relevant parties *must* be present.
- It should be clear that the board is not responsible for reaching a 'verdict.' Board members role is to facilitate the discussion and add input.