

Moving forward

Dave Butler, RPF, RPBio, Director, Land Resources



As I look to the future and to achieving our goal to be the leading sustainable tourism operator in North America, I see a challenge that is both daunting and exciting!

To develop and maintain a sustainable tourism business CMH must equally address the environmental, social and fiscal aspects of our business. This means taking care of the special mountain places in which we have legal authority and the moral and ethical responsibility to operate; working hard to remain an employer of choice in the tourism industry, and continuing to be an active participant in the communities in which we work and play. It also means we must be fiscally responsible; looking for growth opportunities and effectively managing our expenses to meet designated targets, while maintaining our commitment to safety and creating exceptional experiences for our guests. This is not an easy task!!

Each one of us at CMH is on the front lines of this exciting challenge. We're committed to ensuring that all staff understand and are involved in achieving our goals and will continue to look at communications and training opportunities in the next few years. We'll also work to ensure that our expectations and standards are clear for decision-makers in every part of our company, as a way of building greater personal accountability into our management systems.

I'm convinced that becoming sustainable does not mean tackling every issue and opportunity that comes our way. It does, however mean setting priorities in areas where we can get the best environmental, social and fiscal results from investments in time and resources and then taking action in those areas in a way that is relentless, consistent and effective. I'm also convinced that we need to develop, use and regularly report on a series of objective, numeric measures that will allow us to know if we really are making progress.

I know that in our team of passionate staff, we have the commitment, talent and creativity we need to achieve our ambitious goal. Using that energy, we have already taken many important steps on what will clearly be a very long journey. It's not unlike the first moments of a very long hike on a mountain trail. Our packs are on, our boots are snug and we're looking ahead to many more steps.

A handwritten signature in black ink that reads "D. Butler".

Dave Butler,
RPF, RPBio, Director, Land Resources



Future sustainability goals



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1. Undertake a new approach to the Second Nature committee - focused on consistency and accountability - where individual staff in each lodge and office will be responsible for: identifying two or three key issues; developing and implementing an action plan with fellow staff; and tracking and reporting on progress.
2. Build awareness of, and support for our sustainability goals with our staff, guests and other stakeholders by:
 - Ensuring that sustainability messages are accurately and consistently communicated in key marketing and communication materials.
 - Ensuring that guide training includes a component explaining our approach to sustainability, and indicating our expectation about provision of this information to guests while in the field.
3. Conduct annual training for guides and helicopter pilots on information and initiatives arising from field research (i.e. wildlife or plant communities) and identify and implement changes to CMH operating practices.
4. Work with partners in government and academia to initiate a multi-year research program on helicopter-mountain goat interactions by 2007.
5. By December of 2008, develop and then implement a system for tracking the amount of energy used by CMH operations on an annual basis.
6. Develop consistent waste reduction and energy conservation standards for each lodge, with follow up plans to achieve these standards by 2009.
7. Identify one or more credible carbon off-set programs that we can recommend to CMH guests who are interested in off-setting the impact of their air travel. We are also researching an innovative program that will help us to offset our energy consumption that we can't reduce.
8. Seek approvals required to install a micro-hydro system at one of our lodges and conduct feasibility studies for at least two other lodges by 2010.
9. Work with at least one external supplier to influence their approach to sustainable practices.
10. Take a leadership role within HeliCat Canada, COTA, TIAC, ACC and or TIES as a way of promoting sustainable tourism practices at a regional, national and international level.
11. Implement annual recruiting, training, and retention strategies, that will position CMH as the employer of choice in the Tourism Industry.
12. Maintain and further develop CMH's role as a community business leader through active participation and in-kind support of existing and new stewardship initiatives.