

## Strategic Mission Statements

- Operate with moral integrity in the love of Christ.
- Identify and attract guests, develop and promote lasting friendships with them, and be God's servants in their lives.
- Seek out, employ, train, coach, and mentor staff members who will foster the accomplishment of our vision. We (the owners) will model servant leadership in our relationships with the members of our staff.
- Foster a climate of dignity where each individual is valued as created by God in the image of God. Latigo will be a place that is wholesome and healthy where we express the joy of God's blessing.
- Craft and enthusiastically carryout the program for our guests so that they have fun.
- Share with our guests the remarkable feeling of cooperative interaction between a horse and a human.
- Structure the guest activities so that adults and especially the children can experience a sense of accomplishment and personal growth.
- Our society is highly competitive. We will foster relationships and de-emphasize excessive competition in the guest activities.
- Explore with our guests and staff the wonders, wildness, design, and beauty of nature.
- Provide a place of quietness where people muse on their blessings and consider the course of their lives in light of Creation.
- Provide educational opportunities and take advantage of teachable moments.
- Construct and maintain facilities, manage our land and livestock, our time, our talents and our financial resources as regents of God – modeling stewardship.
  - Model responsible care for our charges, including our land, staff and livestock

- Leave any lands we use, whether private or public, in better shape than when we first began using them.
- Promote the Western history and way of life.
- Operate in a manner that is financially viable and responsible.