Celebrating Authentic Growth During All Seasons of Change
April 2009 - **Olympic Peninsula Loop Culinary Tourism Association (OPLCTA)** awarded $15,750.00 WA CTED (now DOC) seed grant

Celebrating Authentic Growth

1 Day... 10 Years... 7-Generations
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Olympic Peninsula Loop Culinary Tourism Association (OPLCTA)
Olympic Culinary Loop (OCL)
What you can do to help Dungeness crabs...

CHOOSE: Use less energy generated by food intake. More low-fat foods will reduce CO2 emissions making oceans safer.

FIND OUT: what your local government, businesses, and schools are doing to reduce sea food taxes and treat toxic waste, clean energy.

EDUCATE others about the negative impact of respect CO2 emissions on oceans. It's.

SUPPORT RESEARCH to better understand the impacts of ocean acidification on life on your planet.

Today, the waned health of food fish, including rock, shell, and crustaceans are missing in many portions due to the threat of the depression, the global science addresses a sector of the EU, designated to monitor wildlife. Although, ocean chemistry is changing making the ocean safer. This is called ocean acidification, caused by carbon dioxide entering the atmosphere. Carbon dioxide is the key to understanding these changes and how it relates to one's life. The ocean's acidity is a pollutant and sea life is at risk. This is related to the environment, including organisms, including insects, fish, and even human. The cost of on the environment is associated with the fishing industry.

Relationships
Ajax Café, Camaraderie Cellars, Finnriver, Elevated Ice Cream, Fireside Restaurant – Port Ludlow, Ocean Crest Resort, Olympic Cellars Winery, Lake Crescent Lodge, Lake Quinault Lodge

Partners
Ajax Café, Camaraderie Cellars, Finnriver, Elevated Ice Cream, Fireside Restaurant – Port Ludlow, Ocean Crest Resort, Olympic Cellars Winery, Lake Crescent Lodge, Lake Quinault Lodge, Alpenfire, Alder Wood Bistro, Bella Italia, Nash’s, Michael’s NW Seafood & Steakhouse, Kalaloch Lodge, Pan d’Amore, Westport Winery

Partners
Step 1 – Begin with Why

Step back for a moment and ask yourself some questions:

- Why did I start this company? What was my original inspiration?
- Has that initial reason changed? If so, why and what is the reason now?
- Why does it matter that my company provides this product or service?
- What impact do I want my business to have on the world, or on my community?

The Olympic Peninsula Culinary Tourism Association exists to define, promote and celebrate the Olympic Peninsula’s unique culinary experience, educate consumers, and ultimately establish the region as a niche destination to enhance economic development and the region’s tourism product.

Review
Step 2 – Take a Look Around

The next step is to look outside at how you’re going about fulfill your “why” as a business.

- How will our team interact with customers? What will they do or not do that’s unique?
- What should our logo and other graphical elements communicate about our business?
- How do you adjust your internal processes to reflect who you are and your reason for existing as a business?

“We could make the menu longer, instead we are making one dish that that people will drive across the Peninsula to taste.”
Step 3 - Take action

**Authenticity works because...**

- It elevates your business above the competition
- It builds your identity and image into something influential
- It gives substance to your business, services and products
- It enables people to relate to your business
- It helps people understand how what you offer is of benefit to them
- It encourages engagement and can turn audiences into advocates

Be Real - Share your passions and your mission and get back to basics. Who are you? What drives you? The best way to be perceived as authentic is to BE authentic, so build a purpose for your business beyond making a buck.

Don’t think that business is simply “get in, get out, get rich.” Don’t build a startup, build a real business.
▪ Research
▪ Partners
▪ Relationships
▪ Timing
▪ Expectations
▪ Long View

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