

**TO: MAC Strategic Planning Workshop Participants**

FROM: Paul Holthus, Director, MAC

**SUBJECT: MAC Mission Statement**

Dear Participants,

On day 3 of the MAC Strategic Planning Workshop the following Mission Statement was drafted through a very collaborative, consensus building effort. The sense of the meeting was that we had crafted a statement that reflected well the purpose, role and primary functions of MAC.

Thanks,  
Paul Holthus

## MARINE AQUARIUM COUNCIL MISSION STATEMENT

The Mission of the Marine Aquarium Council is to conserve coral reefs by creating standards and educating and certifying those engaged in the collection and care of ornamental marinelife from reef to aquarium.

The Marine Aquarium Council (MAC) is implementing its Mission by:

- Establishing independent certification process for those in the industry that meet best practice standards.
- Raising public awareness of the role of the marine aquarium industry and hobby in conserving coral reefs.
- Assembling and disseminating accurate data relevant to the collection and care of ornamental marinelife.
- Promoting the sustainable use of coral reefs through the responsible collection of ornamental marinelife.
- Ensuring the health and quality of marinelife during transport.
- Encouraging responsible husbandry by the industry and hobby through education and training.

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