

2017 ORVIS
GUIDE
RENDEZVOUS

Owner's & Manager's
Meeting

Missoula, MT

4/27/2017

ORVIS®

ORVIS®

IMPORTANT INTRODUCTIONS

- Jody Frederick
- Sarah Thies
- Steve Hemkens
- Tom Evenson
- Reid Bryant
- Tyler Atkins
- Jeremy Kehrein
- Seth Berger
- Peter Kutzer

NANCY MARSHALL **NMC** COMMUNICATIONS

GLOBAL **+** *rescue*



A LITTLE ABOUT ME

- Born into the hospitality industry
- Majored in Business Management with a minor in Hospitality
- Worked for Okemo Mountain Resort in their lodging division
- Started at Orvis in 2002
- Moved into the role supporting ELOG partners in the east in 2005 where I stayed for 11 years
- Really happy to be in a leadership role with Orvis Adventures.
- One of the best parts of my new role is I can continue to have a relationship with the folks who are in this room, and the endorsement network as a whole

WHAT ARE MY GOALS FOR THE
ENDORSEMENT PROGRAM?

BEST FEEDBACK FOR PROSPECTS AND CURRENT OPERATIONS

- While at the Wingshooting Rendezvous last summer...
- The team is committed to written Feedback for both prospect and current endorsed partners
- Same treatment for both domestic and international endorsed partners
- Thorough feedback, but not over the top. Will stem from the experiences we have gained visiting so many great operations over the years
- Working through these reports after returning to the office to a long list of things to catch up on can be tough. Please have patience for these reports, but also don't hesitate to follow up with the member of our team as a "nudge"

SPECIALTY SCHOOLS AND HOSTED TRIPS

What have we learned?

What works well, works really well

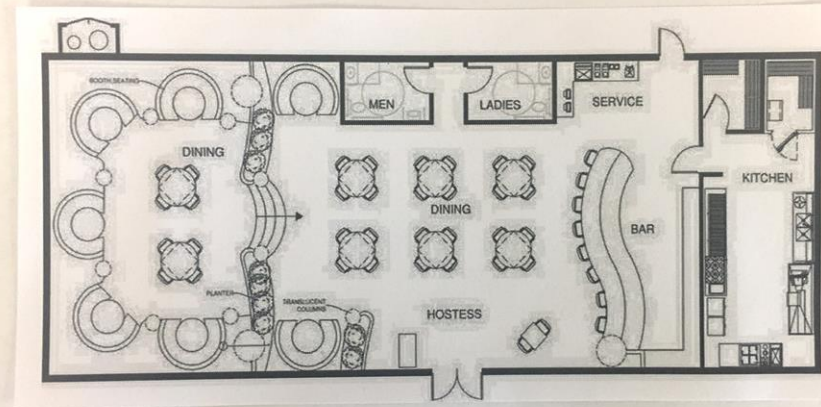
We are still working to understand what model works
and why

With early success, we got excited...

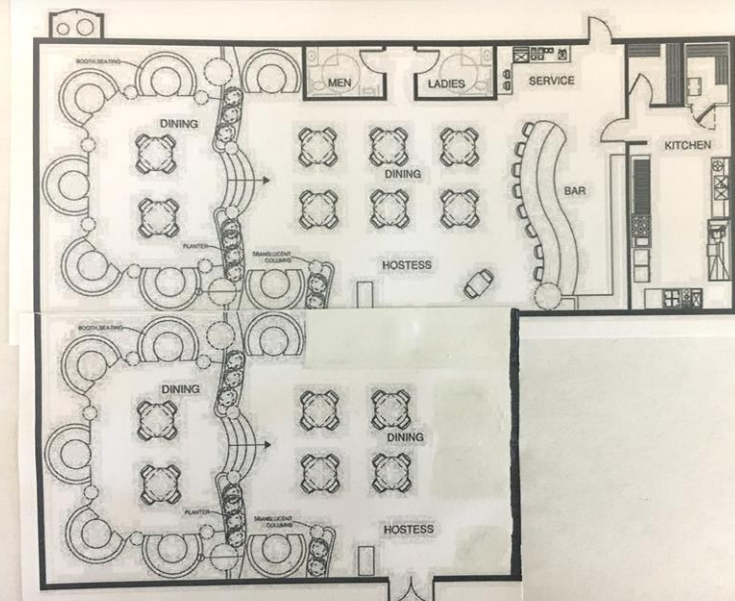
What happened with us?

*We still want to grow this program and are doing so
diligently. Please speak with Sarah Thies for Hosted
trips and Travel or Peter Kutzer for Specialty Schools.*

A.



B.



MOBILE EXPERIENCE

- Working on an industry best mobile experience
- Endorsed Partners and Orvis Adventures involved in the process from the beginning
- Really excited to bring this process to Missoula where we have Josh Shaw and Lauren Hatch from Orvis and some partners from our agency, Zane Ray which hails from up the road in Whitefish. They will be showing folks our early mockups of the new mobile platform and will be working with many of you to ensure we are creating the best user experience from the beginning of this process
- This will be a program that continues to grow and evolve, but is going to be an improvement over our current mobile offering in the near-term and over our desktop experience in the long-term
- Lauren, Josh, and Tyler will have more information on this great project in his presentation later on today

AND WITH AN UPDATED WEB EXPERIENCE...

We need your help...

WHICH WORKS BETTER?

THIS?



OR THIS



WHICH WORKS BETTER?

THIS?



OR THIS



WHAT ARE MY GOALS FOR ORVIS
ADVENTURES?

SUSTAINABLE GROWTH OF OUR BUSINESS

- **Grow the suite of businesses**

- Sporting property growth & expansion
- Choosing responsible endorsed partnerships
- Work extra hard to maintain the ones we have already established
- Schools and educational experiences are the gateway to the tug...the drug
- Orvis guns and Gunsmithing – services for our partners on the wingshooting side of the business
- Continue to develop synergies between Orvis Travel and domestic Endorsed partners

- **Grow the presence with the brand**

- Working with our marketing team to integrate marketing into the broader messages we are sending to our customers
- Prominence on the web. Both mobile and desktop
- Increased investment in marketing our Orvis Adventures suite of businesses, which will drive traffic
- Provide more opportunities for customers to share their experiences with Orvis Adventures with their friends and other customers
- Continue to stay current with the changing trends in marketing

BEST PARTNERS

Orvis Commitment to Partnership:

In an ongoing effort to enhance communication within the Endorsed Partnership, we would like to clarify the code of ethics that we at Orvis maintain, *and* expect of our partners. The principles of this code are expressed internally via our Orvis Brand Egg, which describes the values that guide all of us at Orvis each and every day. We have elected to share a selection of these principles because they are tenets that we see as sacred, and we want to ensure that our endorsed partners hold them to the same standard that we do. Specifically, they require us to remain:

Authentic, Caring, Personal & Inviting, and Fun

By maintaining a focus on these characteristics, we are able to inspire a connection to adventure and instill a sense of wonder in the outdoors. In turn, both Orvis and each endorsed partner is able to provide these for our customers. We are firm in our conviction that each partner in the Endorsed network is a key opinion leader in the field, and is therefore incredibly powerful with regard to the customer experience, and the ongoing perception of wingshooting, fly-fishing, and adventure travel.

INDUSTRY REPUTATION

Industry reputation:

If we were to ask other people in the industry about you and your staff, and how you as an endorsed partner conduct your business, what would they say?

PROFESSIONAL MUTUAL RESPECT

Professional mutual respect:

Were we to ask fellow endorsed partners about you and how you conduct yourself, what would they say? The underlying strength of the program requires that endorsed partners treat each other with integrity and mutual respect. It is imperative that an endorsed partner never make another partner feel maligned in any way.

OVERALL BRAND PARTNERSHIP / REPRESENTATION

Overall brand partnership/representation:

Our endorsed partners should be constantly striving to better the partnership with both Orvis and the other endorsed partners. The program is able to grow in breadth and depth only when partners embrace the positive efforts of Orvis, and the efforts that other partners take to strengthen the program. Being a team player is incredibly important to us, and we see it as a measure of a partner's investment with the program. The sum of these actions builds individual brand equity, as well as the brand equity of the entire program.

CONSERVATION

Commitment to Conservation:

We consider it vitally important that our endorsed partners not only conduct themselves with the health of the natural environment top of mind, but also serve as leaders for conservation in their own right. Leadership does not always revolve around money. In fact, in most cases, the best leaders are the ones who dedicate their time to build programs that sustain the resource, and spend time instilling the principals of conservation into others. Guides have an incredible ability to do this in a meaningful way.

WHAT HAVE YOU DONE FOR ME
LATELY?

SPECIAL OFFERS

GLOBAL  *rescue*



ORVIS ADVENTURES IN RETAIL

Orvis Adventures Wall

San Antonio store debut

Imagery to pull people in

Fixturing for the brochures and catalogs we are producing

Dedicated space for partners to show their marketing materials

Rolling out to 5 more stores by the end of 2017
(Atlanta, Dallas, Houston, NYC, Manchester)

Also working on a similar presence for our wingshooting properties of Sandanona and Pursell Farms

Has become the new standard for new store builds and renovations



FLY SHOP

TRAVEL ADVENTURES



The roads are less traveled, the planes seat four,
the ports of call are fjords and wild rivers.
Step out from the crowd and **ESCAPE WITH US**

FITTING ROOM

FITTING ROOM

ORVIS

EXPERIENCE THE WILD



GOING, GOING...GONE!

PARTING SHOTS



- Retail Stores are great assets. Build a relationship with stores in feeder areas for you, then maintain that relationship
- Images are an important part of selling your business, invest in good imagery
- www.orvis.com/elogresources is a great tool Visit it frequently
- Use the Orvis logo appropriate for your endorsement anywhere you put your own.
- Work closely with other ELOG partners
- Tom, Reid, Peter, Jeremy, Dan, Maggie, Jody, Seth and Sarah are your Orvis assets. Please be sure to use them to the fullest
- Next Year's Rendezvous – Asheville, NC 4/11 to 4/14, 2018.

GAME OVER...

THANK YOU!