



*Orvis Endorsed Lodges, Outfitters, and Guides*

# **22<sup>nd</sup> Annual Orvis Endorsed Guide Rendezvous**

**Bozeman, Montana**

**April, 2008**



# ORVIS HISTORY – 150 YEARS, 3 OWNERS

- Founded in 1856 – by **Charles F. Orvis**, the original fly rod craftsman
  - Orvis has since introduced patented reels (1874), impregnated rods, graphite, Zero–Gravity and Helios rods which blend boron and graphite for ultra light weight/strength/versatility
- 1939 – **Duckie Corkran** purchased the company and Hired Wes Jordan, well-known rod builder, together they orchestrated a magnificent comeback
- 1941 - Opened the first retail store and broadened Orvis’ appeal beyond fishermen
- 1965 – **Leigh H. Perkins (LHP)** purchased Orvis for \$400,000
  - Developed the idea of sharing mailing lists between mail order catalogs
  - Led aggressive innovation, expansion, and established Orvis as a distinctive country lifestyle brand
  - At LHP’s retirement, Orvis was selling \$95MM/year

# ORVIS HISTORY CONTINUED

- 1966 – **Fly Fishing Schools** were introduced – 40,000+ graduates to date
- 1982 – Orvis opens for business in the **United Kingdom**
- 1986 – Orvis begins the tradition endorsing the **finest sporting facilities and services** to our customers
- 1992 – LHP retires, and **Perk and Dave Perkins** assume leadership of Orvis
  - Perk and Dave have both held numerous positions throughout Orvis
- 1995 – **Orvis.com** goes live – \$94M in sales 2007; projected to hit \$105M in 2008
- 1997 – Matching-gift **conservation program** was launched, donating 5% of our pre-tax profits each year to environmental causes – \$7MM+ to date
- 2006 – Orvis celebrates its 150<sup>th</sup> anniversary
- 2008 – Orvis continues its history of being technological leaders in the Fly-Fishing world with its launch of the Zero Gravity Helios rod series

# ORVIS TODAY

The oldest continually operating fly fishing company in America

- **1,700+ employees** during peak season
- **Orvis Retail** – grows to 37 stores in 2008
- Annual **Catalog Circulation** 58m(07) – 65m (08)
- **Fishing Presence** - 1.7+ million fishing catalogs mailed
- **Orvis Fishing News** - Over 1 million mailed annually.
- **12 month buyer file** - 800,000+ (the highest it has ever been)
- **Web Exposure** – Over 45,000 unique visitor sessions on [www.orvis.com/endorsed](http://www.orvis.com/endorsed)

# OUR COMPANY AND HOW OUR BUSINESS FLOWS

We use our customer touchpoints to create brand appeal.

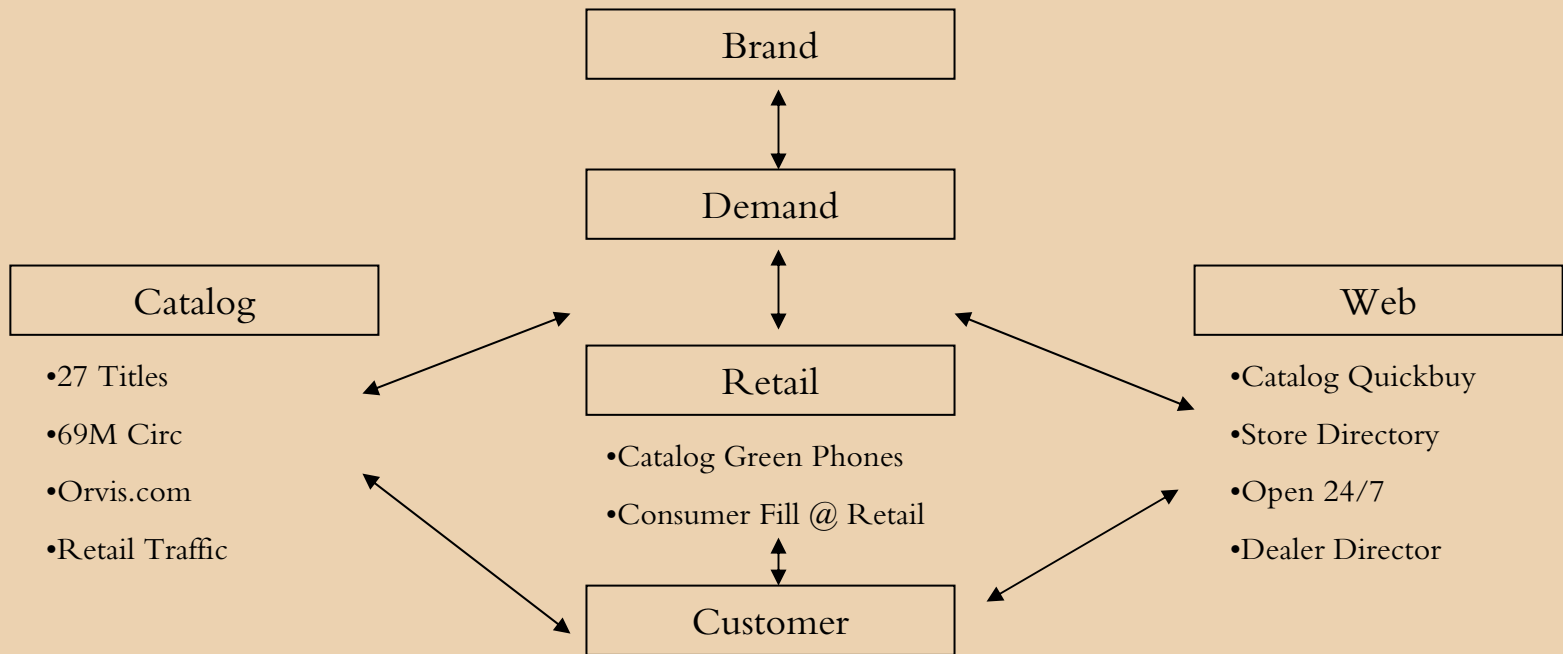
Brand appeal drives customer demand.

Demand is fulfilled through our multiple channels.

Customers let us know what they like through purchases.

We develop new products based on that feedback.

**That in turn drives the brand.**



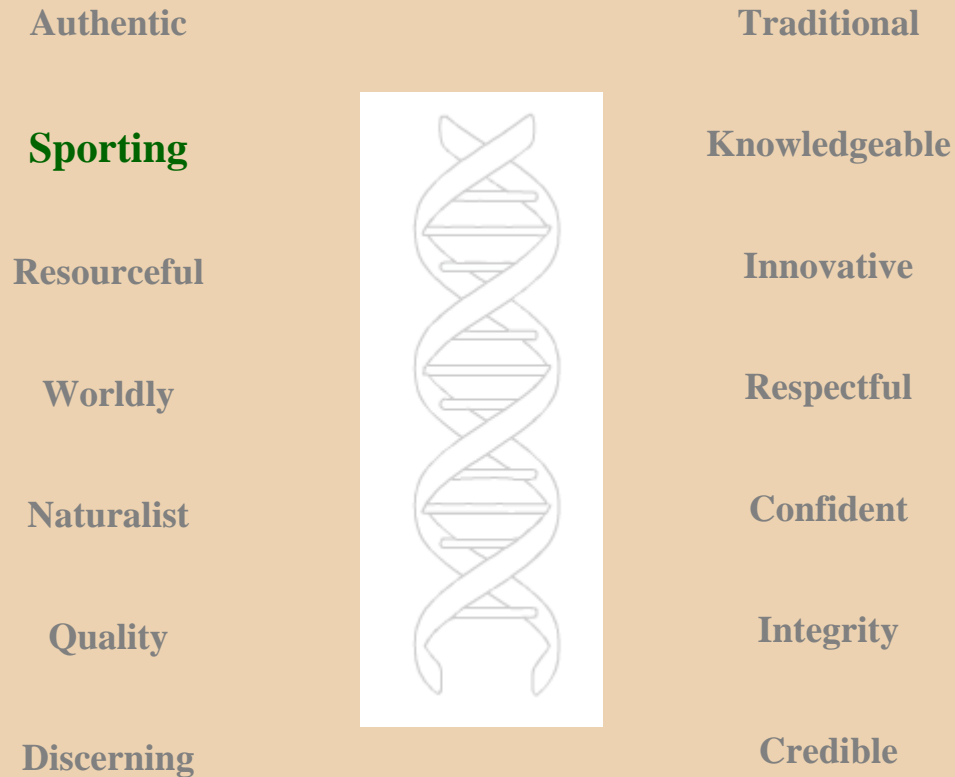
# ORVIS BRAND

## Sporting Lifestyle

- EQUIPMENT
- LODGES
- ADVENTURE TRAVEL
- SCHOOLS
- DEALERS
- ENDORSED GUIDES /  
OUTFITTERS
- SANDANONA & BARNSLEY  
GARDENS

**DISTINCTIVE COUNTRY LIVING**  
(MEN'S, WOMEN'S, GIFTS/HOME)

# ORVIS BRAND DNA



**Sporting** is at the core of the Orvis brand. The participation in and provision for fly-fishing is the foundation upon which Orvis was created and continues to influence the brand at various degrees every step of the way.

# ORVIS CORE VALUES

- ❖ The Customer is Always Right - Personal and friendly customer service is our first order of business.
- ❖ Pride of Ownership - We do not sell what we, ourselves, would not be proud to own or give.
- ❖ Integrity, Mutual Respect, Praise and Recognition
- ❖ Performance - We are committed to outstanding performance.
- ❖ Conservation and Our Sporting Traditions - “If we are to benefit from the use of our natural resources, we must be willing to act to preserve them.”



# OUR LIFESTYLE

**Orvis Endorsed  
Fly Fishing  
Lodges & Guides**



**Orvis Endorsed  
Wingshooting Lodges**



Deer Creek Lodge. 2006-2007 lodge of the year

**Orvis Fly Fishing &  
Wingshooting Schools**



**Sandanona  
Shooting Grounds**  
the nation's oldest shooting club



**Orvis Travel  
Sporting Vacations Worldwide**



**The Orvis Shooting Grounds  
at Barnsley Gardens**



**Fine Shotguns**



**Orvis/Cushman & Wakefield**

- Premier Ranch and Recreational Properties
- Find your dream ranch or sporting property today



**Orvis-Endorsed  
Dog Breeding and Training Program**



**Orvis  
Log Homes**

- Turn key purchase
- Floor plans for any taste



[www.orvis.com.lifestyle](http://www.orvis.com.lifestyle)

**ORVIS**  
SPORTING TRADITIONS  
Since 1856

# OUR COMPANY - ORVIS U.S.

Manchester, VT:

**Corporate Headquarters, Flagship Store, Rod Shop Manufacturing & Repair, Warehouse, Fishing & Shooting Schools, Outlet Store, Orvis Green**

Roanoke, VA:

**Customer Contact Center, Warehouse Fulfillment, Data Center, Accounting**

Millbrook, NY:

**Sandanona Shooting Grounds**

Adairsville, GA:

**Barnsley Gardens Shooting Grounds**

Everywhere:

**500+ Dealers, Endorsed Lodges, Outfitters, Guides, Outlets, Event Sales**



# OUR COMPANY - ORVIS INTERNATIONAL

## Retail Locations



### UK Business:

- Headquarters in Andover
- 270 associates in UK
- \$41MM per year, representing all channels similar to U.S.
- Leverage U.S. business model as a resource for growth and profitability
- Over 4 million catalogs circulated annually
- 21 Retail Stores in UK, Scotland
- Orvis.co.uk will launch Orvis Travel in Spring 2008
- 150+/- European Dealers of which 50+ are located in the UK

### Other:

- International dealers, travel, web sales
- Launched catalog in Canada in 2007
- Testing web in Japan in 2008

# THE ORVIS ENDORSEMENT IS A PARTNERSHIP:

- **What is the responsibility for Orvis?**
  - Select, and promote only the best operations to provide quality experiences to the sporting customer.
  - Provide services and products which are absolutely right
  - To provide the marketing support which best utilizes the strength of the Orvis brand.
- **What is the roll of our ELOG partners?**
  - Provide access of your facility to Orvis staff so we are authentic in the knowledge of your product.
  - Provide unique experience for the Orvis customer, while doing so in a manner which supports The Orvis Lifestyle
  - Using Orvis Product helps reinforce your endorsement, and supports the bedrock of Orvis...which is product sales
  - Be ambassadors of the Orvis name.

# THE BOTTOM LINE

## What Kind of job are you doing?

- Over 30,000 trips annually
- less than 20 customer complaints...need we say more?!

# THESE EVENTS, YOUR FEEDBACK

4. Please rate your overall experience:							
	Excellent	Good	Fair	Poor	N/A	Rating Average	Response Count
Geographic Location	<b>50.0% (19)</b>	36.8% (14)	5.3% (2)	7.9% (3)	0.0% (0)	1.71	38
Schedule	<b>52.6% (20)</b>	44.7% (17)	2.6% (1)	0.0% (0)	0.0% (0)	1.50	38
Programs/Events	<b>52.6% (20)</b>	42.1% (16)	5.3% (2)	0.0% (0)	0.0% (0)	1.53	38
Food	<b>63.2% (24)</b>	28.9% (11)	7.9% (3)	0.0% (0)	0.0% (0)	1.45	38
Accommodations	<b>39.5% (15)</b>	<b>39.5% (15)</b>	2.6% (1)	0.0% (0)	18.4% (7)	1.55	38
<b>answered question</b>							<b>38</b>
<b>skipped question</b>							<b>0</b>

We will be sending a link to our guide rendezvous feedback survey.

**Your responses will help us make these events better!**



**ORVIS**<sup>®</sup>  
SPORTING TRADITIONS  
*Since 1856*