



Peggy Savanik

KIDS WANT TO GET OUT THERE:
mastering the
youth
market

the basics



Jason Buchovecky

The National Outdoor Leadership School is an international non-profit school founded in 1965. Each year, we teach a total of 10,000 students wilderness skills, leadership, and environmental ethics. We do this on expedition with our field courses, our scenario-driven Wilderness Medicine Institute courses, and our NOLS Professional Training offerings. Our courses take place in 11 of the most pristine and remote locations our planet has to offer, from the rugged Yukon to the sweeping vistas of New Zealand. 80% of our students are under the age of 25, and they can choose from a diverse range of activities to hone their outdoor skills.



Scott Harris

marketing



Brian Sheedy

KIDS TALK. BE REMARKABLE.

At NOLS we do no paid print or television advertising—we rely on our students to share their unique experiences with friends. Word-of-mouth advertising, both formal and informal, is our most effective marketing tool. 97% of NOLS graduates say they would recommend the school to a friend and 80% of our students say they first heard about NOLS from one of our graduates, a school counselor or an outdoor industry professional. These reliable, authentic first-hand testimonies from one friend to another have fueled NOLS growth for 40 years.

This doesn't just happen. We work hard to develop a lifelong relationship with our graduates. We also have a network of Alumni Representatives, whom we equip with the latest admissions materials and information about the school so that they can represent the school through more formal venues. These volunteers do follow-up with applicants for NOLS courses, do presentations and hang posters on campus. Events at retail stores, such as "Club Days" at Eastern Mountain Sports stores, create excellent opportunities for us to promote our school while also working with a retailer.



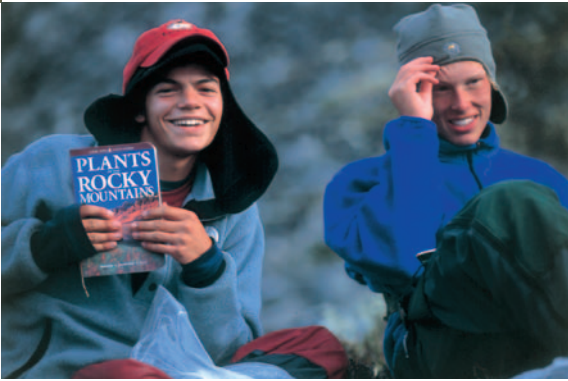
Brian Sheedy



Lon Riesberg

KIDS SHOP. GET THEM IN THE DOOR.

We seek out quality outdoor retailers for our NOLS Preferred Retailer program, collaborating with these stores to promote NOLS and to best outfit our students, while also bringing in additional business for the store. Our partnership with Blue



Fredrik Norsell

Ridge Mountain Sports is a good example of a successful preferred retailer relationship. Their employees are familiar with our courses and know how to outfit our students with appropriate gear before they leave for the field. They also carry the full NOLS library. By directing our students to their stores through our web site and our admission officers, we help them gain customers, and they in turn help spread the word

about NOLS. Become a NOLS Preferred Retailer! Contact us at 800.710.NOLS if you and your business would be interested.

KIDS LIKE COOL. BE REAL.

With our bus tour, NOLS On the Road, we are putting our money where our mouth is. The NOLS Bus runs on Recycled Veggie Oil (RVO) and has traveled across the country to festivals, retail stores, and college campuses, showing our dedication to the NOLS platform of outdoor skills, leadership and environmental awareness. With the help of our sponsor, Silk™, we have visited more than 105 locations and logged over 20,000 miles running strictly on RVO collected from restaurants – not biodiesel. We look forward to hosting NOLS Preferred Retailers for gear demos and raffles on college campuses during the coming school year. Contact NOLS Marketing at 800.710.NOLS for more information.



Brad Christensen

THOSE WHO KNOW, KNOW NOLS

Many accomplished individuals in the outdoor community send their children on NOLS courses. These parents, who make their living in the outdoor industry, understand the importance of the values and principles that NOLS teaches.

Rick Ridgeway

VP of Marketing

Patagonia

Daughter Cameron

Semester in Baja 2003

Royal and Liz Robbins

Founders and co-owners

Royal Robbins Outdoor Travel

Clothing

Son Eric

Semester in Baja 2001

John Holden

Manager

Blue Ridge Mountain Sports

Daughter Maggie

Semester in Tanzania 2002

Fred Debergh

Equipment Manager

Ramsey Outdoor Sports

Son Eric

Rocky Mountain Rock Climbing 1998

Peter Getzels

Producer

National Geographic Television

Daughter Rachael

Adventure for 14 and 15 Year Olds

2001, 2002 and Alaska Back-

packing 2003

Phil Powers

Executive Director

American Alpine Club

Daughter Ramsey

Wind River Wilderness 2005

Fredrik Norsell

WHERE OUTDOOR LEADERS GET THEIR START

Many of today's leaders in the outdoor industry had their first experience in the outdoors at NOLS. Here are some NOLS grads that influence the industry in profound ways.

Sally McCoy - Partner, Silver Steep Partners
Rocky Mountain Adventure 1974, Rocky Mountain
Geology 1977

David Breashears - IMAX filmmaker, 5 summits of
Mt. Everest • Rocky Mountain Adventure 1971

Jared Ogden - Elite climber, photographer, outdoor
author • Spring Semester in the Rockies 1991

Jimmy Chin - Outdoor photographer, climber,
mountaineer • Instructor Course 1998

Dan Nordstrom - CEO, Outdoor Research
North Cascades Mountaineering 1983

Todd Walton - Public Relations Coordinator, Outdoor
Research • Rocky Mountain Adventure 1985, Rocky
Mountain Outdoor Educator 1994

Christine Boskoff - CEO, Mountain Madness
guiding company • Alaska Sea Kayaking 2003

Phil Powers - Executive Director, American Alpine
Club • Rocky Mountain Instructor Course 1983

Pete Athans - "Mr. Everest," most summits of Mt.
Everest of anyone of Western descent
Rocky Mountain Mountaineering 1974

Alex Matthiessen - Executive Director, Riverkeeper
and Hudson Riverkeeper • Wind River Wilderness
1984

Katie Arnold - Managing Editor, Outside
Magazine • Baja Sea Kayaking 2004

Mike Roberts - Dispatches Editor, Outside
Magazine • Semester in Patagonia 1990

Mark Kirby - Associate Editor, National
Geographic Adventure • Instructor Course 2005

Peter Getzels - Producer, National Geographic
Television • Alaska Sea Kayaking 1972, Mountain
Ski 1972

Andrew Davison - Managing Director, texturemedia
Wind River Wilderness 1981, Wyoming Outdoor
Educator 1996, Instructor Course 1997

partnering for progress

Partners enable our non-profit school to reach a broader audience. You can tell a lot about an organization by the company they keep...



Eric Schmidt

SUMMER SEARCH

For ten years NOLS has partnered with Summer Search, a non-profit program that arranges educational summer opportunities for low-income high school youth. This year NOLS is fully funding nine Summer Search students on summer courses. Partnering with Summer Search means that

NOLS reaches a broader audience – an important component of our educational mission. NOLS partners with more than 40 organizations to identify motivated, deserving students who can benefit from the more than 800,000 dollars in scholarship assistance donated annually by NOLS alumni and friends.

NEWARK TEACHERS

The NOLS/Rivendell Scholars program is a partnership that is having great impact on disadvantaged youth. In each of the last ten years four youth leaders from Newark, New Jersey have been fully funded to attend NOLS outdoor educator courses. Scholarship candidates must explain how they intend to utilize the education for the betterment of youth in the city of Newark. NOLS/Rivendell scholars bring the outdoors to Newark youth in a variety of ways including: the outdoor program at North Star Academy; the organic gardens at Washington Junior High School; and field trips offered in conjunction with Project U.S.E. By educating the educators we ensure that the practices we teach and methods we use will be handed down to the next generation.

SCHOLARSHIPS

In 2005 NOLS partnered with Spenco Medical Products to offer 15 full-tuition scholarships for students between the ages 14 and 22 who had been identified by their teachers as having great leadership potential and financial need. Through Spenco's leadership and generosity NOLS is able to educate some of tomorrow's leaders.

CONTACT US FOR MORE INFORMATION

NOLS Marketing 800-710-NOLS • www.nols.edu



**NATIONAL OUTDOOR
LEADERSHIP SCHOOL**

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THE LEADER IN WILDERNESS EDUCATION