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Trailwise Guides, Inc.
is committed
to sharing
the Soul of Outdoor
Adventure™
through tailored tours
for individuals,
groups, and families.



HIKING • MOUNTAIN BIKING • SNOWSHOEING
NORDIC SKIING • WILDLIFE/BIRD WATCHING
YOGA • RETREATS

What began one day as a random call, the answer to take on my first tour ever (snowshoeing), and the excitement of sharing the outdoors has flourished into years of guided experiences, business development, and personal growth.

To summarize sixteen years as the proprietor of Trailwise Guides, Inc. and an almost 25 plus guiding career in a few words leaves much to the imagination. Every aspect of running a small business, from answering phones, to bookkeeping, to managing guides, to developing programs, I find the essential everyday components becoming the fabric of my expertise in logistics, strategic planning, service oriented practices, leadership, and employee oversight. These ingredients catalyze my entrepreneurial spirit and a passion for shared nature based experiences.

Take-a-ways from years of business operation are summarized in the values of the organization, in the service provided to others, and in the purpose to provide custom experiences for individuals and groups. I recognize the significance of building lasting relationships with all aspects of the business and continue to do so with current pursuits. It is through these connections that I honed and expanded my expertise in my life-long desire to assist others in going beyond the bounds of what seems possible. Whether reaching a high peak or a stream side nook, the behind the scenes operations brought seamless programming to thousands of people over twenty years.

The transition away from Trailwise Guides is in recognition of a bigger pursuit in providing the systems, practices, and knowledge needed to bring ecological consciousness and nature into everyday living. Blue Planet Living Institute, builds upon the foundations of Trailwise Guides by providing different opportunities in personal and professional development through living systems frameworks.

LEAD GUIDE

Tour Facilitation
Client Logistics
Natural History Expertise
Outdoor Proficiency
Risk Manager
Client Relations
Trail Knowledge

SMALL BUSINESS OWNER

ADMINISTRATION

Federal Agency Permit Relations (USFS & BLM)
Permit Administration Reports & Operation Plans
Operational Systems
Day to Day Management
Office/ Business Location Oversight

THE GUIDES

Human Resources
Risk Management
Wages & Payroll Taxes
Logistics
Culture (Values & Mission)
Purpose
Training (Administrative, Risk, and Backcountry Skills)
ProDeal Relations

MARKETING & SALES

Brand Identity
Collateral Materials
Social Media
Client Relations (Individual & Corporate)
Vendor Relations
Database Management
Marketing Plan
Market Research
Reservations
On-site Brochure Delivery
Trade Show Participant

PROGRAMS

Program Development
Program Execution
Systems & Logistics
Gear Management
Vehicle Maintenance

FINANCE

Profit/Loss Statements
Cash Flow
Cost Analysis
Quickbooks Accounting Program
Payables
Receivables
Year End Tax Preparation
Quarterly Payroll Taxes