

avid4adventure

twenty fifteen

Staff
Culture

Why
We Are
Here





FROM THE FOUNDER OF AVID4 ADVENTURE,
DAVID SECUNDA:

I started Avid4 Adventure to do two things. First, to engage kids in active outdoor pursuits in a safety-oriented, environmentally responsible manner. To this end, Avid4 Adventure provides age-appropriate outdoor activities that encourage learning, develop self-esteem and build friendships. Given that outdoor activities can involve risks, we focus on promoting safety through participant awareness and quality staff. All of our staff are proficient and tested in their area of instruction, certified in first aid and CPR, trained in defensive driving, background checked, as well as being experienced with kids and great role models. Second, to make it easy on parents so you can feel like more than just a chauffeur. Early drop-off to camp, easy to order nutritious lunches, & extended care options are available, providing welcome logistic relief for busy parents. Also, Avid4 Adventure day camp programs meet centrally and all of our activities are local, so travel time is minimized for you and your kids.



MISSION:
TO EMPOWER KIDS TO CHOOSE
AN ACTIVE, OUTDOOR LIFESTYLE.

THE EMAIL:

After being inspired by Tony Hsieh's bestseller "Delivering Happiness," an inside look at the rise of Zappos.com, I had an opportunity to visit Zappos corporate headquarters firsthand and witness the methods and madness of what is deemed one of the top companies to work for in the world. A lot of ideas and insights have occurred as a result, including a desire to fully understand the significance that Avid4 Adventure may have played in your life.

Can you please do me a favor? Please be as candid as possible, and in 1 sentence or 1 page (whatever you wish!) please answer the following question...

WHAT ARE THE ASPECTS OF OUR COMPANY CULTURE THAT DRAWS YOU TO AVID4 ADVENTURE?"

When writing your answer, please do not refer to the website, any training/orientation material, handbooks, or any other company-published material. We want to hear YOUR thoughts about the company culture. Of course, there are no right or wrong answers. Our culture is the combination of all of our employees' ideas about the culture, so we would like to gather everyone's thoughts.

Thank you so much for your time; I would truly appreciate your unique response.

THE VALUES WE LIVE BY

Live Fun

We believe that being outdoors creates joy. We support kids, their families and our peers to adventure exuberantly out in the world.

Live Environmentally Connected

We create environmental stewards. We walk our talk by minimizing the environmental impact of our programs, teaching Leave No Trace principles and environmental consciousness.

Live Truth

First we listen. We notice other people's uniqueness, goodness and successes and speak of them. We express gratitude. We have meaningful conversations.

Live Smart(er)

We are committed to training and development. We track and advance campers' skills and support our staff to develop technical outdoor and business expertise.

Live Beyond Expectation

We consistently surpass expectations through our unmatched adventure education, incredible customer service, high-quality staff and exemplary safety record.

Live Empowered

First we ask, "What would you do?" We are confidence builders. We trust others to make good decisions, give them opportunities to lead and encourage positive risk taking.

Live Balanced

We bridge the passion we have for work with the passion we have for the outdoors, community, family and ourselves, deliberately allocating meaningful time for each.

Live Community

We create connections. We work, play and volunteer together, inspiring growth through shared adventure.



2015 Staff Responses (in the order received)



The group of people you get to work with at Avid 4 can be life-changing. They come from all over the country, have a great fun attitude, love working with kids, and are experts in the outdoors. Instant friendships are made. **Zane S.**

A wonderful wonky passionate group of individuals working outside - how cool is that? **Karin N.**

Although I am 25, I still get nervous when starting new things, new adventures, new experiences. Transitions can be tough, although I am extremely "avid" for change. When pulling up to day one of instructor training, I was nervous and excited... but mostly nervous. While collecting my thoughts and feelings, I stared out at the field where future instructors were playing games, chatting, and laughing. After mustering up the courage to open the door, I began to cross the field toward the mob of intimidating outdoorsy-looking people. I didn't even make it 100 steps before being greeted by an Avid staff who was clearly excited and prepared to see me. With my shaky voice, and backpack in hand, we talked about camp, what I was excited for, and what the next steps would be. Although this may seem trivial to some, this one interaction set the tone for my whole summer at Avid. My nervous feelings

were put to rest. I met an instructor who was excited to see me, who was excited to have me there. From then on, every Monday on registration day, I worked extra hard to be enthusiastic, intentional, and present for each kid I greeted into camp, whether it was their first, or ninth time at Avid. This unique piece of Avid culture drew me in and is also the piece that makes it so hard to leave.

Although there is some cliquyness between some staff I feel like the overall culture is that everyone is welcome and that people just want to enjoy the outdoors with like-minded chill safe people. **Rhea J.**



As I've said, I love working with like-minded people who love kids, love teaching and love the outdoors. It's so different from Indiana.

As teachers in the outdoors, we have a unique opportunity to provide life-changing experiences for kids. It feels great to work with other people who not only pursue their own personal adventures, but also see the importance of sharing their knowledge and facilitating these experiences for the next generation **Mitch G.**

2015 Staff Responses (in the order received)

At Avid4 Adventure CMC I received nothing but support from everyone. Whether it was a fellow instructor who had ideas on how to address a situation, or the support staff who brought such great energy but also wisdom that could be applied throughout the entire summer. At no point did I ever feel excluded. The folks that Avid4 draws are people who are genuine and wanted to share their experiences as well as learn from my experiences. I can't think of better people or a better place that I would want to spend my summer.



Avid 4 Adventure is an incredibly organized and effective company. Teaching students and their parents to value the outdoors and find confidence to adventure in the outdoors safely was an experience I'll treasure forever!

Avid 4 Adventure is real. From the opportunities in the outdoors that are offered to campers to the experiences that we retain as staff by watching kids grow and develop a relationship with nature... all while creating memories with other staff. Avid 4 Adventure is not just a job. It is a family of like-minded individuals who commit to a love for the outdoors and nature, offering that passion to the community and embracing that journey.
Laura S.

Avid brings together a group of individuals from all over the US with different backgrounds and experiences with the common interests of working with children and the great outdoors. *Mary K.*

Avid brings together people who are passionate for change, kids, and the outdoors. A combination that's not only fun to be around but inspiring. *Ashley W.*

Avid cares about providing the best experiences for campers, parents, and instructors alike. No matter which group, age, or activity, every person at Avid is given the opportunity to have the best outdoor adventure there is to offer!
Rachel T.

Avid company culture is so rad! You take a bunch of like-minded awesome outdoor enthusiasts, mountain bikers, climbers, and paddlers and everyone gets so stoked and excited to just be out here doing what we love and sharing what we love with each other and with kiddos it's a great experience and I love it!

Avid exemplifies the concept that I grew up with, "playing outside" with a quality staff and guides parents down a well-planned path of how to conquer the challenge of sedentary technology driven time with their families each day.



2015 Staff Responses (in the order received)

Avid gives kids an opportunity to get a taste of different outdoor sports in a safe and comfortable environment. I believe that Avid is the birth of a lifelong passion for the outdoors in many of the campers, and therefore is an invaluable experience. At camp there is a change of focus away from material possessions and towards a world that focuses on personal development, leadership skills, and caring for the environment.

Avid has a genuine desire to get kids outside and loving the outdoors. Everyone here loves being outdoors and it really shows. The kids feed off that energy and learn to do so much. It gives you hope that this generation of kids will grow up wanting to protect the planet they have learned is so much fun. **Tory E.**

Avid is a fun and exciting place for both the staff and the families that come there.



Avid is full of people who are genuinely committed to helping kids enjoy themselves outdoors. It has been a great place to work because of everyone's passion for what they do! **Emily C.**



Avid is really special in the way it brings a bunch of people together who are all in a similar place in life while maintaining individuality. The accepting culture that creates is really cool, and not very common in life. Rock on Avid4. **Keagan F.**

Avid knows that its instructors are the heart of the company. It's amazing to see a company so invested in their employee. This commitment to getting the best and being the best makes me feel proud to work for the greatest outdoor summer camp in the US! **Matt K.**

Avid seems to draw the kind of people that I want to become friends with. Everyone is knowledgeable and kind. **Katie B.**

Avid staff always comes to work smiling and work hard to build positive relationships with their campers as well as campers' parents. As a returning staff member, it is really cool to witness a camper showing off a wheelie pop when you just taught him or her to ride a bike the summer before. Both parents and campers remember staff from the summer before, and I think that speaks a lot to how much of a difference Avid makes in people's lives.

2015 Staff Responses (in the order received)



Avid₄ Adventure seeks out and employs amazing outdoor educators who participate in one or all of the core sports. It is awesome to share those passions with co-workers after work and over weekend trips all summer. **Andrew S.**

Avid₄ Adventure staff is passionate, goofy, positive, and accepting. Is there anything better than doing something you love with a bunch of other people who love it too? No. That is, without question, the best thing ever. I would re-live my summer with Avid in a heartbeat. **Hadleigh S.**

Avid₄ Adventure's culture draws me in because of the company's ability to make staff feel integrated into a community immediately. It is clear Avid strives to make staff feel like part of something bigger and it shows through staff working hard in return to make parents and kids feel just as important. **Lior A.**

Avid₄ brings together an amazing spread of abilities, backgrounds and perspectives through the shared cause of fostering a sense of reverence and respect for the natural world. **Uriah B.**

Avid₄ culture to me is about living your truth entirely and providing the kids with the best experience possible. It may be our 10th week, but it could be their only one and the week which makes them want to be an outdoor adventurer for life. Avid makes me want to empower kids to try everything even if it is just once. Even if an outdoor sport we offer isn't their passion, which is totally okay, maybe we spark a fire that makes them want to simply read outside as a hobby! I feel like the mission of Avid is something we experience in the entirety of the summer and may not even understand until then, through our frustrating weeks/ kids/ or parents; or through our amazing moments where you wish time could stop. Whether it is teaching a kid to ride a bike, or teaching a kid how to communicate through an issue and be proactive, all of these teachable moments go two-fold. The culture of Avid is ever-changing, and is adapted for every single kiddo joining in on the adventure. **Kassandra G.**



Avid₄ gives you the opportunity to touch the lives of youth and gives you an opportunity to set them up for a lifetime of adventures. **Anthony S.**

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Avid4 has such a positive energy to it. Everybody that works here comes to work with a smile on their face every day and with as much energy as they can possibly give. We change these kid's lives and each other's lives, and for that I am so thankful! Thank you friends at Avid4! **Kelsey H.**

Avid4 is a group of people who are EXCITED and PASSIONATE about what they do. A community of people who love adventure and know the positive impact that the outdoors can have on someone's life. **Courtney F.**



Avid4: Where kids rule in the outdoors!
Jaime H.

Avid's sense of community is what draws me towards the company. From the second training started, I felt comfortable with every person around me. Everyone was so welcoming and that's something very rare to have.

Children are hooked on the media and technical devices, and they are being raised this way by parents. I believe Avid provides an outlet for these children and parents and helps make them realize there is so much more to life than a status update or video games. **DeAnna A.**

Community is what drew me to avid and brought me back a second year. My first year at avid everyone was very welcoming and wanted to go on adventures together. Sadly, this was not the case in Colorado.



Encouraging kids to choose, for themselves, healthy lifestyles away from the black hole of technology/inside.
Louis H.

For me, it was all about creating formative experiences for kids in the outdoors. Avid provided the landscape to do that.
Andrew M.

Friendly and fun staff, great locations, and good equipment **Charles G.**

Fun and exploring the outdoors. **Greg G.**

Fun, wacky, and a bunch of interesting people to work with. I laughed probably everyday working with Avid either laughing at what something the campers said or an instructor. **David L.**

Genuine people and great love for the outdoors. **Carina L.**

2015 Staff Responses (in the order received)

Getting to work in the outdoors all summer is a dream. Working with cool people and kids makes it that much better.

Jonathan B.

Good-natured, safe, adventurous folks that usually have their act together, however hectic things get **Stephen V.**

Great people instilling their passion for playing outside with future generations!
Tzvi B.

Great people working towards a great cause! **Kayla W.**

Having a community of active outdoor friends, parents and children **Monica M.**



I once heard someone say that you can't expect someone to want to save/protect the environment if they don't love the environment. I think that outdoor education and stewardship are key components to learning love of nature and adventure. If being outside is fun, it makes loving time spent in nature that much better. **Heather S.**



The staff is all so hardworking and fun-loving. They care; about each other, the campers, and of course nature.

Wonderful community of staff at Avid who strive to share the love of nature through teaching and relationships, amazing growth opportunities, providing a creative learning atmosphere in the outdoors.
Hillary F.

I am drawn by the people, and the places that Avid4 occupies. We live in the sunshine (and the rain) and we do super rad outdoor activities. Avid4ife
Megan M.

I am drawn to avid because of the people I get to work with and the friends I make. Staff are genuinely interested in getting kids outside during camp hours and getting themselves outside during time off.
Daniel F.

I am drawn to working with Avid because I want to work with other people who are active, adventurous, and fun.

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I appreciate the transparency. When something happens there is no rumor mill. It is reviewed and discussed openly. Drama sucks. Go Avid4!

I believe that the company culture at Avid is inspirational. It is awesome getting to meet so many different people in so many different walks of life to come together just to get kiddos outside.

I enjoy the genuine people Avid hires. Everyone has a passion, in their own way, for the outdoors. When those passions converge towards the unified goal of developing similar desires in the youth we work with, it creates a friendly, inviting working environment with the product being happy, healthy, and active staff and clients.

I get to do my own thing every day.
Dante B.

I have been drawn back to avid because of the community that it creates. I love the staff and the memories and little moments I have with them make my summer. The feeling of community and how we spend so much time with the same people doing things that we all care about brings us so close. From both summers I have friends that I know will last me forever and at

some point our lives will intercross and I am excited for those moments. The second part of this community is the kids. I have seen pass students during the off season and out in Boulder during the season and seeing their face light up when we recognize each other is the best feeling. I love hearing their stories of how they can ride single track or have joined a climbing team and seeing the love they have for the outdoors and an active lifestyle. I would sum up Avid's culture as breeding a love for life and all the connections you will make with people, nature and yourself.

I like being able to challenge children to be the best version of themselves and help them to become avid, responsible adventurers in our community.
Kellyrae M.

I look forward to going to work. Not just because I love being outside with kids, but because I know that everyone else working is happy to be there as well. You never get to work in the morning to hear people complain about being there.

I love Avid! It is fun and rewarding to work with staff and kiddos in the outdoors.



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I love having the opportunity to meet and work with passionate outdoor educators from around the country. The CMC staff always comes from diverse and colorful backgrounds, so I always have so much to learn from each of my coworkers. Further, Avid₄ takes care in creating situations and opportunities for staff to bond with each other and have fun, which is critical to forming a happy work environment with healthy communication! Specifically, my supervisors, Ian and Rachel, are excellent communicators - they clearly stated multiple times that they were/are available to help and support us with anything we need, which helped me feel safe and supported while working what is essentially a 24/7 job. I couldn't be happier, more satisfied, or more excited for my future as an employee of Avid₄!



I love that Avid gets children involved with outdoor activities at such a young age.
Jordan O.

I love that everyone is unique and brings their own experience to the company and we feed off of that in and out of camp.
Karyn P.

I love that working for Avid feels more like being in a family than working for a company.

I love the emphasis on having fun. I think a lot of organizations dismiss fun as unimportant, but I think it's so key to learning!



I love the energy of Avid and the opportunities I received to connect myself with nature. It was amazing to work with such a devoted, energetic and passionate staff. *Sarah S.*

I love the opportunities children are able to get from camp. Avid is the stepping stones to a healthy outdoor lifestyle for many kids. *Zachary D.*

I love the outdoors and so do all of the staff members at Avid. We enjoy teaching kids what we love to do.

I love working in this industry. CMC is so new that it has yet to discover itself which is exciting because I get to be a part of it in its growth phase. I would like to see the vision of Avid₄ CMC come together. Is it nols for kids or is it just a fun summer camp? I think once it figures that out from the top down it will be much clearer what intentions working with kids should be. I already know what I like to teach kids.... work ethic and confidence in themselves. The work place is saturated with "qualified"

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people but most of them hide behind the paperwork because they have no personal confidence. I am working on raising human beings that care about each other and our planet. That means they need guts. I work on giving kids guts. The reason I think it is important to have a clear vision though is for all the new staff who are good with kids but don't know exactly how far to push in either direction (soft or hard skills).

Ryan B.

I love your pursuit of excellence, quality, and culture. **Philip M.**



I loved the sense of community at Avid.

I loved the staff and kids I worked with. Didn't get to do the camps but the kids always talked about how much fun they were.

I never thought "work" would be waking up every morning, surrounded by giggling children who are excited to learn and explore. I never thought it would be a place where I felt happy every single day and felt lucky to spend every moment outdoors, rain or shine. Lastly, I never thought it would be a place where I would grow immensely as an individual in the

course of 10 weeks. Avid4 Adventure has made "work" meaningful, challenging and enjoyable. I am grateful to work among talented, inspiring individuals who are all here for the same reason - the kids. It is truly a blessing to be a part of this dynamic company and I am thankful for the staff that makes this place what it is. Payton H. I really like the Avid teaches kids at such a young age to be involved with nature and outdoor activities and to be brave. I wish I would've had an opportunity like this as a kid!

I really liked the idea of giving kids the opportunity to experience adventure/ outdoors in a friendly and laid back environment. With all of the technological advances in this world, it's great to see kids be outside and playing with each other while being in such a beautiful environment with people who truly care about the wellbeing of kids. It's great for all of us from different areas and backgrounds to come together for one single purpose... to expose kids to the great outdoors and in the majestic setting of the Colorado Mountains! **Laura T.**



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I really love the love and logic philosophy. Carried that with me in my teaching career. I also love how we are required to tell the parents something about their kiddo each day. They seem to genuinely appreciate it and also seem impressed.

I think Avid brings together a group of like-minded instructors but who are also all very unique. It was great to get to know so many interesting people throughout the summer and to be introduced to new adventures. *Sara J.*

I think Avid provides today's youth with the opportunity to grow and learn through their environment. I highly support a hands-on approach to learning and have seen amazing changes with campers throughout the summer. I realized a few weeks in that summer camp is where kids learn about themselves and how to function within society. We are providing them with a foundation for a successful life as a learner and outdoor enthusiast. *Katharine E.*



I think the best part about working for avid is people and shared passions. I moved to CO in October and found many friends that I love and value greatly, but

the connections I made through avid are what are keeping me here. It is rare to find a community with so many like-minded individuals that want to spend their weekends in the mountains instead of shopping on pearl. I like knowing so many of my new friends are taking time to travel and develop their skills and experiences only to come back and share them with each other. Having such a supportive group of people willing to teach each other new things and be patient and genuinely caring is amazing and it's what makes me want to come back to Avid for more.



I was drawn to Avid because I thought it'd be an amazing chance to share my passion of the outdoors with kids who may not have the means to go out on their own. *Steve M.*

I was drawn to Avid by the opportunity to spend the summer outdoors making a difference in a kiddos life. I found that the comradery and cooperation amount staff made a pleasant working environment.

I was drawn to Avid4 Adventure because it encouraged campers to make smart decisions in outdoor environments. I was fortunate to spend my summer creating

little outdoor ambassadors who were learning to respect their surroundings, themselves, their peers, and their gear in a way that I had never seen before.

Sarah D.



I was drawn to Avid⁴ because of how much staff deeply cares about giving kids an opportunity to love outdoor adventure!

Caroline P.

I would say the thing that keeps me coming back to Avid year after year is the fact that while I mature as a professional in the outdoor education field, I get to stay young at heart by constantly nurturing my inner child. My sense of curiosity and awe are sparked everyday by things as simple as a roly polly or a caterpillar on the underside of a leaf. Working with kids reminds me to appreciate the little things in life. Life is amazing and beautiful, especially when viewed through children's eyes. I smile and laugh A LOT with the kiddos. I live fun. I learn something new nearly every day from my supervisors and co staff. I live smart. I am held accountable for my decisions. I live truth. I work hard at camp and I play hard and/or relax with friends after work. I live balanced. I get the special gift of being

able to inspire children to love nature, to be stewards for their friends as they grow. I live community. My favorite part, I guess, is for a company whose ideals mirror my own. **Stephanie T.**

If I were to enter the land of Avid for Adventure I would first taking note how organized the people were, everyone had a place and many particular roles they needed to preform daily. These duties were not seen as a burden to the people but as another exciting day in the life of Camp. The people of this world are very friendly, engaging each passerby with a smile and quick to offer a helping hand. The imagination of Avid brought sea monsters to life every canoeing day, taught all campers to become a sneaky statue, and don't forget Henry the mouse who lives in St. John's. The environment of Avid is a real advocate for growth. I saw counselors growing from the interactions with their campers, and the kids reaching beyond their goals from the positive encouragement of their fellow peers. All parts of the Avid for Adventure community work together pushing each other closer to their goals. **Christina S.**

If you like fun people, fun sports, a fun job, and fun in general, Avid is your camp.



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I'm drawn to Avid because of the authentic experiences they allow kids at overnight camp to partake in.

I'm drawn to Avid by the diversity of the staff. I feel lucky to have met some great folks this summer that come from many different walks of life with many different experiences from a variety of fields, locations, and cultures. It is a fun melting pot to be a part of and a great way to learn while getting the chance to share what you know. **Hunter S.**

I'm drawn to the positive environment created and genuine support of similar passions. **Brooke H.**

Introducing people of all ages to outdoor adventure activities. **Emily B.**



It was great to work for a company that tries to make one's job awesome, by not paying poorly and without obtuse hours, having kind and friendly co-workers and f/t staff, and giving us a job where we can do some of what we love to do outdoors and helping the community not be couch-driven. **Kyle K.**

It was great working with outdoorsy like-minded people and sharing great adventures with children. **Nicholas B.**

It's a culture of fun people doing fun stuff for fun.



It's so refreshing to work for a company that actually employs you to share your passion for all things outdoors with others! The culture at Avid not only encourages you to share your outdoor knowledge with the kids, but also with everyone else who works with you. This makes for a stellar environment in which you can teach kids about outdoor activities all day, and then leave work so that you yourself can go learn more about biking, climbing, kayaking, SUPing, or backpacking! The company culture at Avid is so unique in that you very much feel like you have a professional role, despite the fact that you wear shorts, a t-shirt, and SPF 50 in lieu of work clothes, and you spend your days sharing cheesy jokes with kids and working on your dirt tan line. "Work hard, play hard" isn't just an ideal to strive for at Avid - it's a mentality that's already present in everyone who works at Avid. **Hilary T.**



Avid is about walking that walk, not just talking the talk. It is inspiring to be surrounded by people who live the outdoor lifestyle that I cherish so much. Not only do they live it, but they love it so much that they can't help but spread the love to all the kids they get to spend the summer with. I have never met a more passionate group of people, or a more talented group of people, for that matter. My life has been enriched by my team. I am so proud to be a part of a company that goes beyond being a summer camp and truly seeks to affect the lives of its kids and staff by connecting them with the outdoors. **Joelle R.**

Living truth. **Tyler D.**

The community and the bonding we have before entering the camp life style. The different events we had throughout everyday made it fun from morning to night, I just love the energy and the positivity that comes with this camp. The location was amazing, never been higher than 6,000 ft, so it was great to experience this feeling of altitude sickness :) Maven T. Meeting really fun people who love doing what you do! **Jess B.**

Meeting so many like-minded, adventure-oriented people!

My favorite aspect of Avid for Adventure is we are teaching others to enjoy what I love. I believe that to be: appreciating nature/outdoors and being kind to others. For the most part my goal was to make day camp fun. Positive risk taking is my new favorite term. Also I noticed myself saying-"if you don't have something nice to say don't say anything at all" and "treat others as you would like to be treated" that includes nature! The best aspect of Avid is that there are choices and a variety of sports to participate in. I love work because it is well rounded for the employees and the campers. **Kristin F.**



My favorite part about Avid is that you are instantly apart of a community that loves the outdoors and adventures. This is shown every day at work through the excitement of the instructors and encouragement of kids at camp. The instructors are so psyched about what they love they may do it all day at camp and then spending the evenings and weekends climbing, hiking, paddling, and camping. Zoe Hendrickson

One aspect that drew me to Avid this summer is getting kids connected to nature. I believe it is extremely important

2015 Staff Responses (in the order received)

to expose children to the outdoors and teach them the values of being an environmentally-conscious citizen. I knew when I started work at avid I would be a part of something amazing. I'm thankful for the opportunity to work with such awesome people and learn from them.

Gabby G.



One should wake up be super excited to go to work and do what they love, Avid4Adventure allows me to do this every single day.

Outdoor Education and I get to go home after work and cook dinner! **Nickolas B.**

Personally, I don't really climb that often (can't afford the gear). I love riding my bike but Valmont scares the shit out of me (too many past broken bones). I've been in a moving water kayak once (though I am genuinely interested in getting more experience once my bank account can handle the cost of a boat). Basically, I feel a bit low on the outdoor activities spectrum when compared to my co-workers and I'm fine with that. Don't get me wrong, I love the outdoor lifestyle and living, I guess I just have a slower pace.

Although the outdoor activity/lifestyle is what I feel is the majority of what comprises the culture here at avid, it's not what draws me to avid culture the most. Instead it's the people themselves. Hardworking, genuine to themselves, real, people. People you don't often find in an office, retail store, restaurant, etc. I have made great friends with some of these people and they have redefined what being a friend actually means to me.

Also, if you guys have not caught on already, there is a niche of nerd culture here too. We like to lurk in the shadows, but a good group of us gets together to play things like Magic Cards, Dungeons and Dragons, or just board games weekly. I must say I was pleasantly surprised when I found this niche and have shamelessly help cultivate it this year. Anyways, the upshot here is that the people are real, true to themselves, and are interested in wholesome things. Be it from totally rad bro's that shred at Valmont every week, to number crunching nerds that enjoy putting on the proverbial wizard hat every now and then, plus everyone in-between!



Pleasing the kids and then having them be so grateful for what we do. **Valerie R.**

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Promoting healthy outlets of stimulation through going outdoors for the kids participating, their parents, and Avid's staff.

Showing kids that you can have fun in nature. **Emily W.**

Supportive, Expansive, Silly, FUN, Ambitious, Important.
Jordan T.

Teaching kids the right things the right way. Providing quality education that will help to keep kids and their families outside with a smile **Molly H.**

The ability to live a balanced life between camp and having family time. It's very important to make sure your life is balanced and not one sided.



The aspects I found that drew me to work for Avid was the goal of having fun outdoors, the strong "family" that was observed throughout CMC and day camp training and the goofiness and enthusiasm that were clearly expressed. These aspects made me truly feel Avid were a great place to work at.

The aspects of Avid culture that draws me in the most are the core values. Each of these guides a person to be better and make improvements. I especially love how this can transfer from staff to children whether they are adventure down to explorer and even discovery. There is always something to work towards and evaluate in terms of how you're living your life and teaching the kids. **Tigre V.**



The aspects of company culture that draw me to Avid is the fact that staff have a hard time leaving because they enjoy the challenges, their co-workers, and the atmosphere. Camp is tough at times, but the camaraderie formed and support system in place makes it all worth it.
lan R.

The basis of respect is amazing and simple. Supervisors get respect by respecting. You hold us to a high standard, but don't punish us when we falter. You support us in a way that facilitates us going above and beyond because our energy isn't used up on floundering, so we have extra to put into more productive things. **Rita S.**

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The camp atmosphere at CMC rewards creativity and spontaneity and allows for an amazing experience as an employee of Avid. *Alex C.*

The chance to get to change kiddos' minds about nature and make them feel confident doing adventure sports they have never tried makes the instructor position easily worth it. *Shannon H.*

The company culture is true, it's raw and pure in the sense that the company believes fully in what they're doing and that's amazing. Avid brings together a like-minded but diverse group of people. *Catherine C.*

The culture at Avid4 burns with passion for the outdoors and inspiring young people to step away from screens to improve health through movement and awareness.

The culture is wonderfully comfortable and inviting. Everyone truly cares about the well-being of everyone (staff and campers) and that's a special/unique quality of Avid.

The culture of A4 is amazing. The friendship here is uncanny. If you ever need someone to ride with or someone to hit up the town, A4 will be there. *RVL.*

The diversity of the staff increases every year. I have met people from all walks of life from someone who has lived in CO their entire life to those who live in a van down by the river and decided this was going to be one of their great big adventures to remember while they are driving across the country in search of the countless experiences the outdoors has to offer. *Cody A.*

The emphasis on feedback is what initially drew me to the company and remains as one of the best things about it in my mind. I also appreciate the value placed on having equipment that is in good condition and safe. *Adam B.*



The experiences you gain and the friendships you make with all kinds of like-minded people. People that you can trust to have your back. Being able to share what you've learned with younger minds that are still growing. Teaching and guiding them for their own futures.

The family aspect of it. How we can count on people within the organization. I also think that the staff that I interacted with were great and made the job much easier.

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Also the concept that we get to be outside with kids and teach them all of these activities is truly amazing to me. And when I told other people what I did this summer they thought it was the coolest thing ever, which it for sure was. Some days are harder than others but overall it was a fantastic summer with a great staff and many new friends.



The greatest thing about Avid 4's culture to me was the ability to form so many new friendships and connections. I met people from all over the world and was blessed to work with different folks every week. I have friendships that will likely endure many years and for that I am so thankful!
Christina M.

The idea that I'll be able to go out into the outdoors and do all the activities is what initially interested me and made me want to be a part of Avid, but what really makes Avid special, is the other instructors who join in wanting the same experiences.
Janil J.

The inspiration to "get up and go" is great for campers and staff alike. It's great to just get outside and experience moving and breathing in the wilderness no matter what your skill level or background is. It's all about being there. **Eric C.**

The love for the outdoors and passion to work so closely with kids puts Avid4 above anyone else. It takes a special group to give up all their free time and to put everything they have to make this camp so unique and magical. **Adam G.**

The never ending love and support that our staff constantly provide to each other and every camper they encounter keeps me coming back year after year **Rachel J.**

The opportunity to facilitate a child's exposure to unique opportunities especially remains a passion Avid allows me to continue. **Louis O.**



The overall involvement of the Directors and Supervisors in the staff, and a genuine interest in staff performance and life, regardless of work. All the directors were very approachable and enjoyable to work with every day. **Nathan S.**

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The people who work for Avid are have simple, honest goals, and are driven by youthful, passionate energy.

The pride draws me to avid 4. Pride in the quality, caliber, and spectrum of programs. When I explain my job and the avid program to people not familiar, the response is always along the lines of, "That's just awesome!" I feel proud to be part of the avid4 movement/team. **Jeremy H.**

The staff is super stoked on doing incredible things in the outdoors. We just want to have fun and share it with as many people as possible. **Zachary W.**

The staff truly cares about what they do and creates a family for all of us for the summer.

The thing that draws me to avid and keeps me coming back year after year is the fact that it embodies the kind of life that I want to lead. I get to play with kids all day, and in turn my spirit stays young, my sense of awe and curiosity is constantly sparked by things as simple as a caterpillar on the underside of a leaf, and I get to smile and laugh A LOT. I love growing into a mature, responsible adult that knows how to handle tough situations and can take care of business, while also nurturing my inner child every day. Avid keeps me balanced. I am empowered by

the knowledge and experience I gain every moment with this job. Avid allows me to have fun while being smart about when, where and how to do that. I feel like I give back to the community by planting the seeds of the Respect P.O.N.Y (respect property, others, nature and yourself) in every child's mind and heart that I have the gift of working with. I guess I love working for a company whose goals and objectives mirror my own. **Stephanie T.**



The three things that most stood out to me in the Avid culture are the honesty, open-mindedness, and willingness. Everything is so upfront. Every accident gets reviewed and turned into a learning opportunity. Rumors about are anticipated actively dispelled. Feedback is encouraged and given open-mindedly. The really avid-y people are open to bettering themselves and seek suggestions from other people who have differing backgrounds. People actually put into action the things that are suggested or that they discover to be useful at this company; the potential for growth seems unlimited yet there is no expectation for perfection. Egos are so small, the stoke is so high, and



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the directors live as a part of the culture rather than apart from it. I feel much more capable as a human and a leader going into my new job in inpatient mental health with the energy and patience that rubbed off on me from the Avid culture. Thanks for the opportunity! *Jeremy W.*



There are too many awesome aspects of Avid4 to list, but the things that I love most are the amazing group of people I get to work with every day, who challenge themselves and their co-workers to have fun and do great work every day. I love feeling trusted and appreciated at work, and I love being able to pass that same trust and gratitude onto instructors and fellow staff. *Heather M.*

This company is awesome. A bunch of adventurous people wanted to help kids get outside and that is totally great in my book. I feel like it is generally laid back but also works hard to challenge the kids and staff.

Through AVID we get to help shape children's lives and help them develop a love and respect for our world. I love that!!

To be an outdoor leader and a good influence of many kids! *Gilbert M.*

Truthfully, the biggest thing that hit me was at the beginning of the year during training that Dave opened up to us. When Dave talked about his personal life....when Dave talked about getting kids to push themselves and take risks further than what they normally get in this day and age....when Dave talked about what his climbing mentor said that one day when people have given up on a climb....when every leader there was open, smiling, and welcoming.... *Derek J.*

I pretty much knew I was going to feel like a person here at Avid. That is what I want



to feel like. Given responsibility, given support, and then trusted to do my job as me. I've always felt that kind of respect of others as people and not tools will always be the key to true lasting success.



Us, together, are making change. I gather every day in the same location that happens to be a church with people I care about. I don't know many of them, and often I only know their faces, but I still want to hear about how their day went, how their group is, what their team name is. I want to help people learn more about sports I'm passionate about, and in return I am taught so much about what they are passionate about. I can have a rough day out in the field, but I can count on my fellow instructors to make me smile at the end of it all. **Chris H.**

We are a group of passionate people who strive to pass that energy on to a younger generation of outdoor adventurers.
Michael R.

We hire people who live avid lifestyles and inspire children through our own passions. Even while I don't find the time often to venture out and do the sports I love so much, it is great just to be around people who do and know that I have endless opportunities to join them, even if I can't always make it happen. **Adam S.**

What draws me to Avid4 is their belief in outdoor education and how they go about teaching outdoor adventure. They truly love the land and strive to teach that to kids. They go above and beyond to provide the best experiences that parents and kids want. **Amy W.**

When I first joined avid, I heard about this amazing, quick group of friends I was going to have. We all planned a night out together, but myself and one other person showed. This happened several times and then I felt super disappointed. But the most disappointing of all was the gossip! Everyone was talking about everyone else and it made me really sad and super aware that they were probably talking about me too. Maybe have talked about how that's not cool and doesn't reinforce safe and fun work environment. **Samantha C.**



When moving to Colorado the one thing I had in mind was to find a place I can work with passion leading the way. When I was presented the opportunity I was not too sure on just how incredible it was actually going to be. Riding bikes specifically was a huge part of my days as a child. Going to work at Valmont brought me right back to my youth making teaching so fun and allowed me to hack into so much creativity.

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Working multi-sport was awesome for expanding my horizons and diversifying my skills. I learned so much from the people I worked with because every day they showed up to work it was clear to me they all wanted to be there. The staff at avid are there to not only better the children but to better themselves and everyone within the company, it is truly incredible to be a part of this company and an honor to have worked with the type of people that can make a bad day good. **William B.**



When you get a bunch of cool people, with great attitudes, that are highly invested in sharing their belief that the outdoors is the best place to spend your time, there is an energy in the air. This is passed directly on to the campers. Avid truly does empower youth to love the outdoors and I love being a part of it.

With Avid I can truly expand my passion for the outdoors as well as develop my skills with working with people and kids. **Andrew W.**



Working for Avid was a unique experience that can't really be found anywhere else. The staff were truly what drew me to work with this company. It's hard to not have fun when you're surrounded by individuals who love what they do and have a similar passion for the outdoors. **Elisa J.**

Working with likeminded people and meeting people that play hard outside like I do. **Joshua L.**



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