

OutdoorIQ

We Teach the Outdoors.



Miami Valley Outdoor Media, Ltd.
P.O. Box 35 • Greenville, Ohio 45331

Company Information

Miami Valley Outdoor Media, Ltd. Is a small publisher of educational outdoor books for children and youth. Founded by two brothers, Dave and Steve Shellhaas, the company's mission is to write and publish books that educate and engage the next generation in the outdoor activities and traditions such as hunting, fishing, and shooting.



Filling a void in the outdoor industry, the company has produced its line of books and products under the brand Outdoor IQ. The brand of Outdoor IQ reflects what the company is all about, teaching and increasing young people's knowledge of the outdoors. Outdoor IQ's books and products are second to none in terms of content, interest, and overall appeal and quality.

Dave has been an educator for over 25 years and is an expert in curriculum and instruction. He blends that expertise with his lifetime of hunting, fishing, and shooting to create sound, engaging instructional books. Steve is a pediatric nurse practitioner who has a sound knowledge of childhood development and knows what children really like. He also blends a lifetime of knowledge and expertise in the outdoors with his professional knowledge to create educational outdoor books that are second to none. Because there are no other books on the market that educate the next generation of hunters, anglers, and shooters like Outdoor IQ does, Outdoor IQ is the authority in educational books and products for the outdoors.

The Outdoor IQ book and product line will be expanding in the future to include many more books and products that will expand the scope of educational outdoor materials for children. The sky is the limit on the knowledge-base and content that Outdoor IQ will bring to the marketplace.

Company Specifics

Address:

P.O. Box 35
Greenville, OH 45331

Contact Phone Numbers:

937-417-0903
937-417-0037

Website:

www.outdoorIQ.org

Federal Tax ID #:

26-1321328

U.P.C. Company Prefix:

853459006

DUNS #:

827579249

Legal Entity GLN:

0853459006006

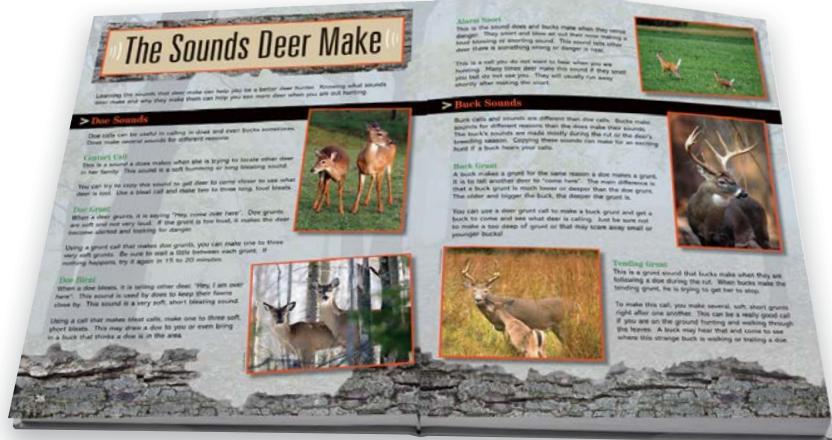
Insurance coverage:

\$1,000,000/2,000,000

Outdoor IQ Product Line

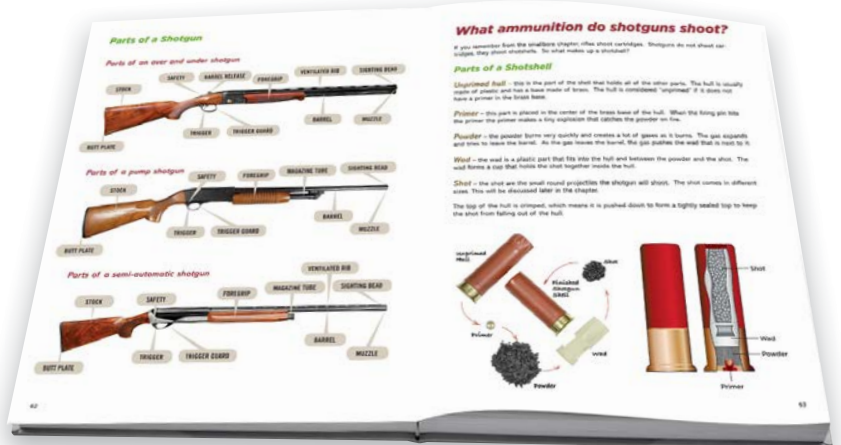
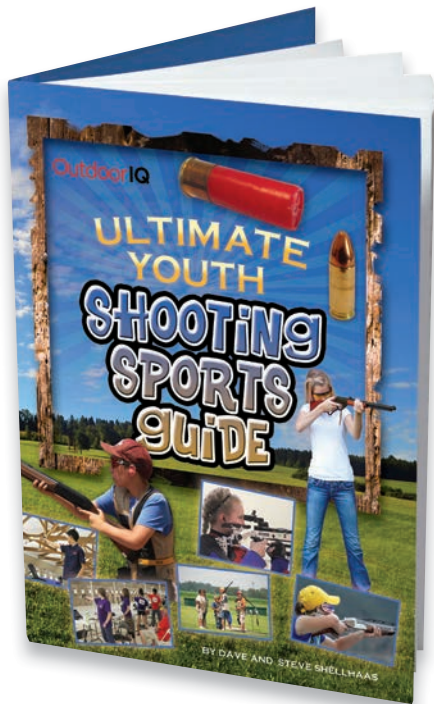
Ultimate Hunting and Fishing Guide books – MSRP \$17.95

Outdoor IQ's Ultimate Hunting and Fishing Guides Just for Kids include 84 pages of fun, full color pages that are full of ULTIMATE facts, tips and techniques about hunting or fishing.



Ultimate Youth Shooting Sports Guide – MSRP \$19.95

The Ultimate Youth Shooting Sports Guide includes 120 pages of wonderful, full color pages that are packed with ULTIMATE shooting sports information that young people can learn about and enjoy. This book was developed in partnership with Pheasants Forever and the Safari Club International Foundation. As a result of these organizations support in the development of the book, Outdoor IQ will contribute back \$2.00 for each book sold in the retail market to each organization. This means \$4.00 of each book sold will be donated back to these organizations' youth programs.



ABC Books for Hunting Heritage and Angling Legacy – MSRP \$7.95 each



These 32 page, full color, ABC books have been created to reach a younger audience and partner with non-profit organizations to help support their youth programs and missions. Outdoor IQ will donate \$0.50 from each book sold back to the partner organization to assist the organization in funding their youth program.

Here are the partner organizations:

ABCs of the Wild Turkey – National Wild Turkey Federation (NWTf)

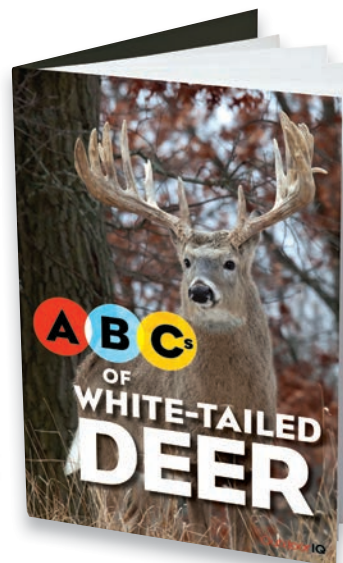
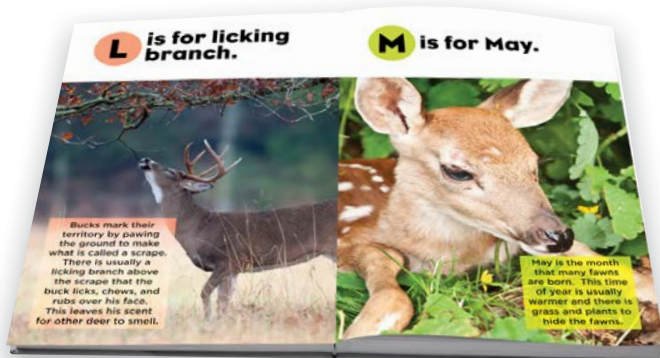
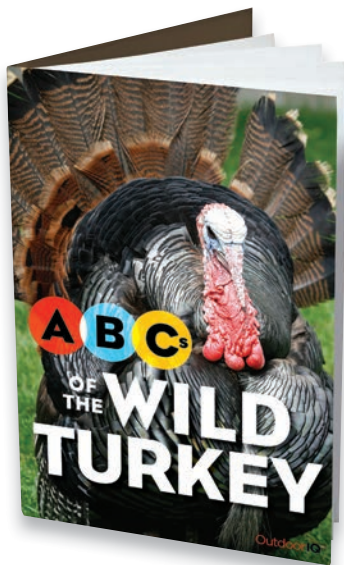
ABCs of the White-tailed Deer – Whitetails Unlimited (WU)

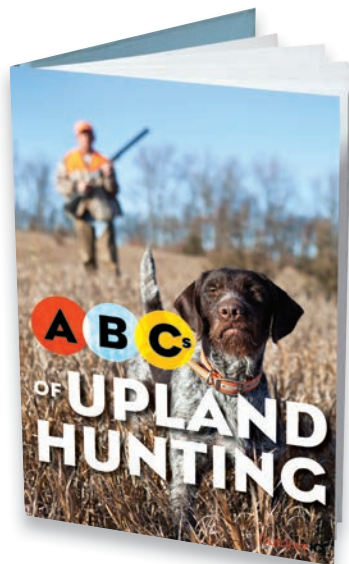
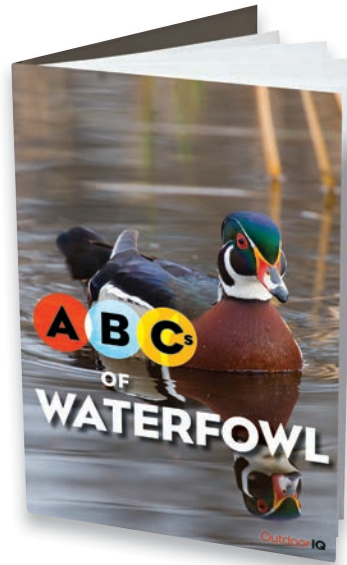
ABCs of Waterfowl – Delta Waterfowl

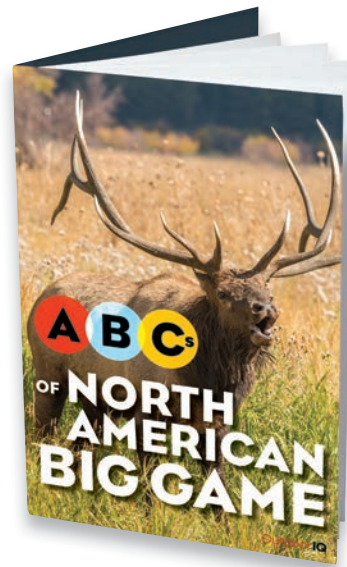
ABCs of Upland Hunting – Pheasants and Quail Forever

ABCs of North American Big Game – Dallas Ecological Foundation (DEF)

ABCs of Freshwater Fishing – Catch a Dream Foundation (CADF)







RUT and STRUT Card Games – MSRP \$7.95

RUT and STRUT are a great, new take on the game of war we all loved to play!! However, these are games of battling bucks or toms. Lay down your card and see if your buck or tom card will beat the other players' buck or tom, or will it be taken by a hunter card. The game is actually three games in one. You can also use the cards to play the old favorite game of "Go Fish" but now you can play "Go Rut" or "Go Strut". Very young children can use the cards to play a matching game to test their memory and find the matching bucks or toms and hunters.





May 22, 2015

Dear Retailer:

The National Wild Turkey Federation (NWTF) is proud to have partnered with Miami Valley Outdoor Media to help promote their hunting heritage and habitat conservation ABC Books. Given their proven history and quality of outdoor educational books we have signed an MOU and together will educate, engage and excite the next generation in outdoor activities such as hunting and fishing.

The NWTF and its 230,000 members are dedicated to conservation of the wild turkey and the preservation of our hunting heritage. Through our Save the Habitat. Save the Hunt. initiative we will conserve/enhance 4 million acres of critical upland habitat and create 1.5 million hunters. We believe *ABC's of the Wild Turkey* will be a popular resource for introducing young children to the wild turkey and hunting and will help educate the next generation. We are pleased to benefit from the sale of these books as fifty cents of each book sold will be given back to our organization to support youth programs. We will promote the book through email, news releases, publications and online.

We hope you will carry this book with your merchandise to promote an outdoor tradition that is important to our next generation.

Sincerely,

A handwritten signature in black ink that reads 'Mandy Harling'. The signature is written in a cursive, flowing style.

Hunting Heritage Programs Manager
National Wild Turkey Federation
mharling@nwtf.net
803-637-3106

National Wild Turkey Federation

P.O. Box 530 • 770 Augusta Road • Edgefield, South Carolina 29824 • Phone: (803) 637-3106 • Fax: (803) 637-9180

www.nwtf.org



Working for an American Tradition
Education • Habitat Conservation • Hunting Tradition

April 30, 2015

Subject: ABC Books for Hunting Heritage and Habitat

Dear Industry Associate,

Whitetails Unlimited is pleased to have partnered with the Outdoors Kids Club (OKC). WTU shares the same passion as OKC when it comes to educating and engaging our nation's youth in the great outdoors. The recently released title *ABC's of the White-tailed Deer* compliments our current initiatives including a wide variety of youth education activities that introduce children and their families to outdoor recreation, including fishing, hunting, and other conservation and environmental programs.

OKC has partnered with Whitetails Unlimited and several other national conservation organizations to create a complete series of ABC's children books, and with the sale of each book, they make a contribution to promote our mission. Founded in 1982, Whitetails Unlimited is a national, nonprofit conservation organization. Our Mission is to raise funds in support of (1) educational programs, (2) habitat enhancement and acquisition and (3) preservation of the shooting sports and hunting tradition for future generations.

We urge you to visit OKC's website to view their great line of outdoor educational materials, books, magazines, and other products designed to make learning new activities enjoyable for kids. By participating, your business can also take pride in the fact that your company is helping to educate the next generation of sportsmen and women.

Sincerely,

Jeffrey B. Schinkten
President - Whitetails Unlimited Inc.

National Headquarters
PO Box 720
2100 Michigan St.
Sturgeon Bay, WI 54235

Phone: (920) 743-6777
Fax: (920) 743-4658
www.whitetailsunlimited.com
nh@whitetailsunlimited.com



1783 Buerkle Circle / St. Paul, MN 55110

March 11, 2015

Dear Retailer:

Pheasants Forever/Quail Forever has signed a Memorandum of Understanding with Miami Valley Outdoor Media to help promote their hunting heritage and habitat conservation ABC Books. We have been impressed with the quality of work they do with their outdoor educational books for children and youth. We have worked with them on two previous publications, one for habitat and one for the shooting sports.

We believe their *ABC's Of Upland Hunting* will be a popular book to introduce young children to upland hunting. We are also pleased to benefit from the sale of these books. Fifty cents of each book sold will be given back to our organization to support PF/QF youth programs through our No Child Left Indoors initiative.

We have agreed to help promote the book to our 150,000 members through news releases, publications and online.

We hope you will carry this book with your merchandise to promote an outdoor tradition that is important to our next generation.

Sincerely,

A handwritten signature in cursive script that reads 'Cheryl K Riley'.

Cheryl K Riley, Vice President
Education & Outreach
criley@pheasantsforever.org
651-209-4975



CATCH • A • DREAM

F O U N D A T I O N

A program for youth with precious little time to lose.

July 21, 2015

Dear Retailer:

We are pleased to share that Catch-A-Dream Foundation has an active Memorandum of Understanding with Miami Valley Outdoor Media to help promote their hunting heritage and habitat conservation ABC Books. It is our privilege to be a part of their endeavors by specific association with their book titled ABC's of Fishing.

As a retired fisheries scientist and university extension professor, I see great value in this book as an effective means of introducing children to the joys of fishing and to the conservation ethic that is an integral part of consumptive outdoor recreation. We are also pleased that fifty cents (\$.050) of each book sale will be passed along by the publisher directly to our Foundation.

We have committed to promote the book to our friends, supporters and sponsors across North America via newsletters, news releases, and electronically via our webpage and social media platforms.

Please consider adding this excellent resource to your merchandise inventory. By so doing, you will not only benefit as a merchant, but you will be contributing substantially to promotion and perpetuation of our hunting and fishing heritage.

Sincerely,

Martin W. Brunson, Ph.D.
CEO

2485 Ennis Road • Starkville, MS 39759

Phone: 662-324-5700 • Fax: 662-324-5699 • www.catchadream.org • info@catchadream.org

Catch-A-Dream Foundation is a 501c3 charitable organization. Contributions are tax deductible to the extent allowed by law.



DALLAS ECOLOGICAL FOUNDATION

August 13, 2015

Dear Retailer,

The Dallas Ecological Foundation (DEF) has a vigorous youth education program, Outdoor Adventures. The wildlife conservation curriculum is taught as a one year physical education course in over 250 schools in ten different states. Over 25,000 students will be taught the North American Model for Wildlife Conservation. To expand the scope of wildlife conservation education, the DEF has a formal agreement with Miami Valley Outdoor Media, LTD. (MVOM) to publish a youth education book, ABC's of North American Big Game.

The DEF and MVOM understand the wildlife conservation message must be presented to youth and future generations as often as possible to ensure the future of our great wildlife and hunting heritage. The book is designed for a young demographic and will be promoted to schools through a multidiscipline media approach. We are actively encouraging your company to offer the book through your retail stores.

We know the real message of wildlife conservation and hunting are not taught in the educational systems but through our combined efforts, we believe we can educate youth.

Best regards,

Scot McClure

Dallas Ecological Foundation Coordinator
13709 Gamma Rd.
Dallas, TX 75244
www.dallasecologicalfoundation.org
972-392-3505



The Duck Hunters Organization™

August 25, 2015

To Whom It May Concern:

Delta Waterfowl has signed a Memorandum of Understanding with Miami Valley Outdoor Media to help promote their hunting heritage and habitat conservation ABC Books. We have been impressed with the quality of work they do with their outdoor educational books for children and youth.

We believe their *ABC's of Waterfowl* will be a popular book to introduce young children to waterfowl and waterfowl hunting. We are also pleased to benefit from the sale of these books. Fifty cents of each book sold will be given back to our organization to support our mission to produce ducks and secure the future of waterfowl hunting.

We have agreed to help promote the *ABC's of Waterfowl* to our members through news releases, publications and online.

We encourage you to carry this book with your merchandise to promote the waterfowl hunting tradition that is important to our next generation.

Sincerely,

Alex Heiser
Director of Marketing & Communications
ahaiser@deltawaterfowl.org
701-222-8857