



# Othmar Vohringer

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Freelance Outdoor Writer - Seminar Speaker - Hunting Education Instructor - Hunting Strategy Consultant - Animal Behaviourist

## Hunter Pro-Staff Resumé

### Professional Objective:

To develop a long-term relationship with a reputable company who is seeking a pro-staff member to increase product exposure and market share through sponsoring a hunter and conservationist of high quality standards, professional conduct and a good reputation in the hunting community.

### Goals:

Generate product exposure/interest.

Contribute to market expansion through product promotion.

Promote hunting as a recreational activity that can be enjoyed by all people regardless of age, gender, race or physical limitations they may have.

Aid in the conception / design / development and marketing strategy of future products.

Providing my sponsor as a pro-staff member with my extensive knowledge in various professional fields, such as marketing, promotion, writing, public speaking, animal behaviour and hunting.

### Key Methods Of Sponsor Exposure:

#### *In the Media*

Local and national television, magazine / newspaper articles and columns, internet, video production and other available outlets.

#### *Community Events*

In addition to sponsor organized promotion events. Seminars, guest speaking engagements, outdoor trade events, local and national organization events and my hunting courses and bowhunting school.

#### *Internet Exposure / Advertising*

Sponsor company logo and product information on my website and blogs plus regular product and company updates. Product and company updates on social media such as, Facebook, Twitter and other hunting related social media.

### Education:

- Highschool Graduate, Wintethur, Switzerland
- Meat Trade School Graduate with Master Butcher Certificate, Spiez, Switzerland
- Animal Behaviour and Animal Training School Graduate with Certificate, Frankfurt, Germany
- Marketing and Promotion Course
- Communication Course.
- BC Hunter Education Instructor Course Graduate with Certificate.

### Experience:

- 1977 to 2001 Animal Trainer and Animal Behaviourist
- 2001 to Present self Employed as outdoor writer, seminar speaker, hunting strategy consultant and promoter. Founder of Othmar Vohringer - Smart Hunting Strategies.
- Lifelong hunting experience in Europa, America and Canada.
- Specialized in whitetail deer and turkey hunting tactics, vocalization and behaviour study.
- Television show presenter and acting in front of camera and life audience
- Fluent in English and German speaking and writing.

## **My Strength:**

- Motivated and driven
- Excellent oral and writing communication skills in English and German
- Team player
- Strong work ethic
- Honest and Reliable
- Professional Conduct
- Compassionate
- Dedicated
- Well rounded
- Unbiased and fair
- Detail orientated
- Respected reputation in the hunting community and industry

My personal and professional behaviour is governed by the following three principles:

- Do What Is Right.
- Do The Best Job You Can And Go The Extra Mile.
- Treat Other The Way You Want To Be Treated.

## **Interests:**

- Photography
- Graphic Design
- Videography
- Reading
- Community Volunteering

## **Favourite Game Animal and Hunting Methods:**

My favourite game animals are the whitetail-deer and the wild turkey. I also hunt black bears, moose, waterfowl and upland birds.

I am not bias and like variety, I employ many different hunting tactics such as, treestands, blinds, spot and stalk or a combination of all. Although, at heart I am a bowhunter using traditional,- compound,- and crossbow I also like to hunt with centre-fire rifles, traditional and in-line muzzleloaders, bolt action slug guns and shotguns.

## **Community Involvement:**

### ***I am an active member of:***

Outdoor Writers of Canada, Northwest Outdoor Writers Association, BC Wildlife Federation  
National Wild Turkey Federation, Ducks Unlimited, Nicola Valley Fish & Game Club (Member of the Board of Directors)

### ***Community and Youth Activities:***

Annual hunter education courses ( Licenced BC C.O.R.E course Instructor)  
Chairperson of the Merritt Ice Fishing Derby Committee  
BC Angling Ambassador  
Educator and Instructor of the Othmar Vohringer - Smart Strategies Hunting Courses

## **Media Exposure / Impressions:**

### ***Print - Television - Events***

My articles and columns are regularly published in major Canadian hunting magazines. I also write two regular and very popular columns in the Merritt News "Othmar Vohringer - The Outdoorsman" and for the BC Outdoors magazine "Last Light" column.

Regular appearances on local television and radio stations to promote the hunting and fishing sport. I also have been guest host of outdoor sport related broadcasting.

Regular appearances at outdoor events, in-store-workshops and hunting trade shows as seminar and/or guest speaker.

## **Internet Exposure**

### ***Forums and Social Networking:***

BowZone.com.....(**60,240** members\*)  
TNDeer.com.....(**9,298** members\*)  
HuntingBC.com.....(**10,040** members\*)  
Alberta Outdoorsmen...(**24,960** members\*)

### ***Social Networking:***

Facebook...(over **500** connections\*)  
Twitter.....(over **400** connections\*)  
LinkedIn.....(over **300** business connections\*)

### ***Websites and Blogs:***

I am the author of the following successful and award winning blogs.

"Outdoors with Othmar Vohringer" (average daily readers **1,500\***)

"Whitetail Deer Passion" (average daily readers vary according to season; low **670**, high **4,000\***)

"Wild Turkey Fever" (average daily readers vary according to season; low **268**, high **3,000\***)

Main Website "Othmar Vohringer Outdoors" (average daily readers **850\***)

### ***Google Search:***

A Goggle search of "Othmar Vohringer" yields 71,483\* results connected with hunting.

(\*\*) The numbers listed above are as of June 2011

### ***Highway Visibility***

I travel approx. 23,000 miles per year on major highways and spend approx. 54 day per year on fishing trips and approx. 100 days hunting.

### ***Promotions***

I make annually many appearance and visits to outdoor events, trade shows, social gatherings and retail store events. Sponsor logo can be displayed on my website, blogs, vehicle, clothing (hat/shirt) and boat. Company banners can be displayed at my seminars and hunting courses.

**I am currently a Pro-Staff member of:**

ASAT Camouflage  
Big Daddy Scents  
Heirloom Game Calls

**What others say about me:**

**Kristine Shreve, Director of Marketing - Gun Safety Innovations**

"Othmar Vohringer has been working with Gun Safety Innovations since March of 2007. He has been an invaluable source of encouragement and advice. I've come to depend on him as one of my primary sources of industry knowledge. If I have a question about another company or another product, Othmar can usually give me an insightful and knowledgeable answer.

**Les Trendall, Show Manager, BC Boat & Sportsmen Show**

The feedback I received from our show visitors about Othmar's Seminars have been very positive. I look forward to have him back at our event on a regular basis."

**Bill Otway, Award Winning Outdoor Writer and Honorary Life Member of the BC Wildlife Federation.**

"I have been actively involved in working in, presenting to and helping organize hunting and fishing seminars in British Columbia for over 50 years. I can say without fear of contradiction that the Turkey seminar put on by Othmar was one of the best seminars I have ever been involved in..."

**Steven Kendus, Author, Hunting The First State**

"Othmar is an influential presence in the hunting community, and I value Othmar's advice. His writings are valuable sources of information for thousands of hunters and outdoorsmen who look forward to reading his insightful articles."

**Justin Paterson, General Manager, Grouse River Outfitters**

"I'd like to say a huge thank-you from everyone here at Grouse River Outfitters who was involved with the seminar. I heard nothing but good things, and I am very glad that we were able to have you involved. Thanks again for your time."

**Keith Johnson, Bowhunter from Illinois, USA**

Hi Othmar, just wanted to send you a note of thanks and gratitude. Your whitetail deer seminar was top notch and more informative than any that I have attended by various so called "celebrity" hunters.

Thank you for taking the time to read my resume. For more Information please contact me at:

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