



BOILERPLATE COPY & TOUR FACT SHEET

General Description of Canopy Tour: 124 Words

Come soar through the wilds of the Green Mountains, traverse high above an ever-babbling mountain stream and spend time among centuries old hemlocks, mature sugar maples and paper birch on Vermont's First World-Class Zip Line Canopy Tour. Designed to educate, entertain, and inspire the nearly three hour tour consists of 8 zip lines through dense mountain forest, two suspension bridges, and two high rappels. The canopy tour is family-friendly, designed to accommodate riders from 8 to 98 in moderate to good health. It's the perfect experience for adventurous couples, families, groups of friends, and corporate picnics. The canopy tour is open year-round by reservation. For more information regarding rates, physical requirements, and tour times, please visit our website at www.arbortrek.com or call (802) 644-9300.

General Description of All Tours: 171 Words

Whether you are interested in learning about the local wildlife or just acting like it, ArborTrek Canopy Adventures at Smugglers' Notch Resort has you covered with eco-adventures ranging from serene to extreme. Join us in the trees on Vermont's First Zip Line Canopy Tour, a fully-guided experience that combines the thrill of high-speed zip lines with stunning views of the region and commentary on the local ecology, natural history, and lore of the area. The Treetop Obstacle Course and Climbing Adventure, on the other hand, are designed for those who want to get physical and include the opportunity to slide, balance, jump, crawl, climb, dash, and swing through the trees on more than 70 elements. For teams looking to come together or enhance performance, adventure-based team building programs are available to school, youth, and community groups, as well as, corporations and adult professional groups. Adventures are available year-round by advance reservation. For more information regarding rates, physical requirements, and tour times, please visit our website at www.arbortrek.com or call (802) 644-9300.





General Description of All Tours Unabridged: 339 Words

Whether you are interested in learning about the local wildlife or just acting like it, ArborTrek Canopy Adventures at Smugglers' Notch Resort has you covered with eco-adventures ranging from serene to extreme.

We invite you to join us in the trees for an-eco adventure like no other. Come soar through the wilds of the Green Mountains, traverse high above an ever-babbling mountain stream and spend time among centuries old hemlocks, mature sugar maples and paper birch on Vermont's First World-Class Zipline Canopy Tour.

Designed to educate, entertain, and inspire the nearly three-hour Zip Line Canopy Tour consists of eight zip lines through dense mountain forest, two suspension bridges, and two high rappels. . Travelling in small groups, each tour will be accompanied by two guides familiar with the local ecology and natural history, and prepared to deliver an unforgettable experience.

Looking for something a little more challenging? Then the Treetop Obstacle Course and Climbing Adventure are for you. Come prepared to climb, swing, balance, jump, zip, and dash through the forest on our Treetop Obstacle Course. With more than 70 elements ranging from easy to extreme, you'll find your inner monkey as you climb higher and higher into a stand of mature eastern hemlocks and northern hardwoods. Challenge yourself on obstacles with names like "The Broken Bridge", "Stump Jumper", "Zip Glider", and "The Leap of Faith". Once who've conquered the obstacle course, take a turn on the Climbing Adventure. Test your courage and climbing prowess on simulated rock climbing, innovative tree climbs, and vertical obstacles.

So whether you're 4 or 94; a thrill seeker, nature lover, or both; we're certain your ArborTrek adventure will be an experience you'll share and recount for years to come. Bring yourself, your family, your friends, your church group, and your work group... but remember, while our tours are open year round, reservations are required fall to spring and highly recommended in the summer. For more information regarding rates, physical requirements, and tour times, please visit our website at www.arbortrek.com or call (802) 644-9300.



General Audience: ArborTrek Company Overview

Designed to educate, entertain, and inspire, ArborTrek Canopy Adventures offers world-class canopy tours and eco-adventure tours. We invite you to join us in the trees. Come soar through wild places, create lasting memories, and participate in an adventure we're certain you won't be able to stop talking about for years to come. ArborTrek Canopy Adventures at Smugglers' Notch offers programs for adults of all ages and children 8 years and up in good to moderate health. All tours are by reservations. Large groups are welcome.

General Audience: ArborTrek Goal

Designed to educate, entertain, and inspire, ArborTrek Canopy Adventures represents a new and rapidly evolving form of eco-adventure. ArborTrek has brought together the talents of many of the leading builders, trainers, and operators in the challenge course and zip line canopy tour field and is prepared to pair them with working capital and top destinations in the United States to build a brand of professionally-managed eco-adventures unsurpassed in quality, beauty, and user experience.

General Audience: ArborTrek Mission

Our mission is to be the premier provider of zip line canopy tours and eco-adventure parks in North America. We believe that through the development of replicable customer service and operational systems, superior staff training, aesthetic course design, and selection of wild places, that we will quickly become the leading name in eco-adventure parks.



Quotes from Michael Smith, ArborTrek Canopy Adventures, LLC Member and President

“Canopy tours provide the opportunity for people from all walks of life to explore the forest canopy in a way that is engaging, rejuvenating, and highly memorable.”

“While the zip lines are a huge part of the attraction, they are just a means of egress in to a world that is not easily accessed by most. The forest canopy is a dynamic and beautiful environment. It is our goal to provide our guests a highly interactive experience with outstanding views, the opportunity to soar through wild places, and hopefully to learn more about themselves, the people they are travelling with, and the environment around them.”

“It is our goal to educate, entertain, and inspire. It is not enough for us that our clients simply be thrilled by high speed zip lines or travel at heights. It is our goal that our guests learn more about themselves, the people they are travelling with, and the environment around them. Zip lines are merely the transport vehicle that helps us meet these goals.”

“We believe we have something very special here. Our goals of educating, entertaining, and inspiring individuals, small groups, and families through small group adventures is very much in alignment with the mission of Smugglers’ Notch Resort. “

“We are passionate about helping people learn more about themselves, their companions, and the world around them. By providing access to such an immensely beautiful environment, it is our hope that we will ignite a passion in our guests to continue to seek out and explore wild places, to protect our environment, and to challenge themselves on a daily basis.”

“I think we all secretly dream of flying.”

“As an adventure consultant, climber, and chronic traveler, I have had the fortune to be able to explore some of the most beautiful places in the World. What I think people will be surprised by on our tours is the immense beauty and wildness that exists practically in our own backyards. I am consistently caught off guard by the beauty of this place and I can’t wait to explore it with our guests.”

“I’m thrilled to be working with Smugglers’ Notch Resort. Beyond their great reputation for family programming and environmental stewardship programs, Smugglers’ Notch Resort immediately struck me as the type of place I would want to vacation with my family and it’s the type of place I want to raise my children.”



Technical Specifications

ArborTrek/Smugglers' Notch Canopy Tour

- Course Name: Arbor's Wild Ride
- Number of Zip Lines: 8
- Total Linear Length: Approximately 4,500'
- Length of Zip Lines: 175' to just under 1,000'
- Number of Suspension Bridges: 2 (60' and 75' respectively)
- Maximum Height: 72'
- Estimated Top Speed: 39 MPH
- Guided: Fully

Technical Specifications

ArborTrek/Smugglers' Notch Treetop Obstacle Course

- Course Name: Treetop Obstacle Course (a.k.a. Aerial Adventure Park)
- Number of Elements: 70+, divided into 5 courses ranging from easy (yellow) to extreme (black)
- Maximum Height: 39'0"
- Guided: Self-guided with trained guides available to assist and encourage as needed
- Safety System: ISC SmartSnap smart-belay system

Technical Specifications

ArborTrek/Smugglers' Notch Climbing Adventure

- Course Name: Climbing Adventure
- Number of Elements: 18 vertical elements (5 tree climbs, 10 vertical obstacles, 3 simulated rock climbs)
- Maximum Height: 28'0"
- Guided: No
- Safety System: Auto-belay



About ArborTrek Canopy Adventures

ArborTrek is a company built of talented people who are passionate about exploring the natural world, empowering others, and providing individuals, small groups, families, and corporations the opportunity to share an unforgettable adventure together.

Additionally, ArborTrek provides the opportunity for established tour operators, resorts, and land owners with wooded property near tourist destinations or near densely populated areas, to enter the emerging eco-adventure park market with the management experience and financial backing necessary to be successful.

Where did it begin?

It was over twenty years ago that co-founder Michael R. Smith first experienced a ropes course. An avid climber and outdoor enthusiast, Michael was both thrilled by the experience and by the opportunity it presented himself and others to explore new places, learn more about themselves and their group, and to view the World from a new perspective. Following his heart, Michael immersed himself in the trade. Jump forward to 2009. After a successful career as a facilitator, builder, and consultant to other canopy tour and challenge course businesses, Michael partnered with chronic entrepreneur, Michael Beber, who had recently experienced a canopy tour in South America and was inspired by the impact it had on himself and his family.

The concept of ArborTrek was quickly born and the search for wild places was started. Over the course of one year, more than 100 site visits were conducted. ArborTrek opened its first tour in December 2010 at Smugglers' Notch Resort in Vermont and has plans to open dozens more in the coming years.

What is with the tree frog?

As a young tree frog growing up in the forests of the Yucatan Peninsula, Arbor wasn't the strongest climber or best jumper, but he was curious and clever. He invented the concept of a zip line to help get from place to place in the canopy and soon was off to explore other places. Why is he in Vermont, you ask? Arbor is passionate about educating people about wild places. He hadn't intended to stay, but quickly fell in love with the scenic Green Mountains, wonderful people he met, and most importantly, maple syrup.



Staff Bios

Michael R. Smith, President

As the President of ArborTrek, Michael is dedicated to providing high-value, small group and family experiences that foster an appreciation for natural world, inspire and rejuvenate the mind, and educate the community on the values of wild places and adventure. Michael brings more than 21 years of experience in the challenge course industry as a facilitator, builder, manager, trainer, and business consultant and holds degrees in Wilderness Leadership and a Masters of Training and Development. He has worked with numerous Fortune 500 companies as a business consultant, authored and published climbing guides, worked as a Chief Field Instructor for the Outward Bound School, and managed a web design and marketing company focused on the outdoor industry. Through his work as an adventure park builder and canopy tour consultant, he has helped to design and launch 16 commercial zip-line canopy tours and adventure parks in the United States and Canada, and has consulted with dozens of other zip line canopy tour and adventure park operations on business planning, feasibility, staff development, and marketing. Michael is an ACCT Level 2 Certified Inspector, Ontario TSSA-Certified Zip Line Mechanic, and serves on the Board of Directors for the Association for Challenge Course Technology (ACCT).

Michael Beber, Chairman

Michael provides financial and related insight and support to the ArborTrek team. Michael was born and raised in Toronto, graduated from the University of Western Ontario and is a Canadian Chartered Accountant. Michael is best known as a forensic accountant where he was a senior manager at KPMG, a partner at BDO and subsequently was a co-founder and principal of Lindquist Avey, an international forensic and investigative accounting firm. Beber, now a resident of Rye, in Westchester County, New York, possesses more than 27 years of significant experience in developing market-leading intelligence and risk/data management businesses for major corporations from his years as a strategic and operating executive with companies including Kroll, one of the leading risk consulting companies, Marsh and McLennan, the world's largest risk manager, MidOcean Partners, a leading middle market private equity firm, Altegrity, an international investigations and security company, and most recently, Exiger, a world-leader in regulatory and financial crime, risk and compliance. Beber's love of zip line canopy tours and entrepreneurial pursuits led him to Michael Smith, one of the most recognized leaders in the industry where they forged their mission – to build ArborTrek into the premier provider of eco-adventures in North America.



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