



Hideout News

Fall 2010

Fall is Made of Sugar, Spice, & Everything Nice: A Note from the Management

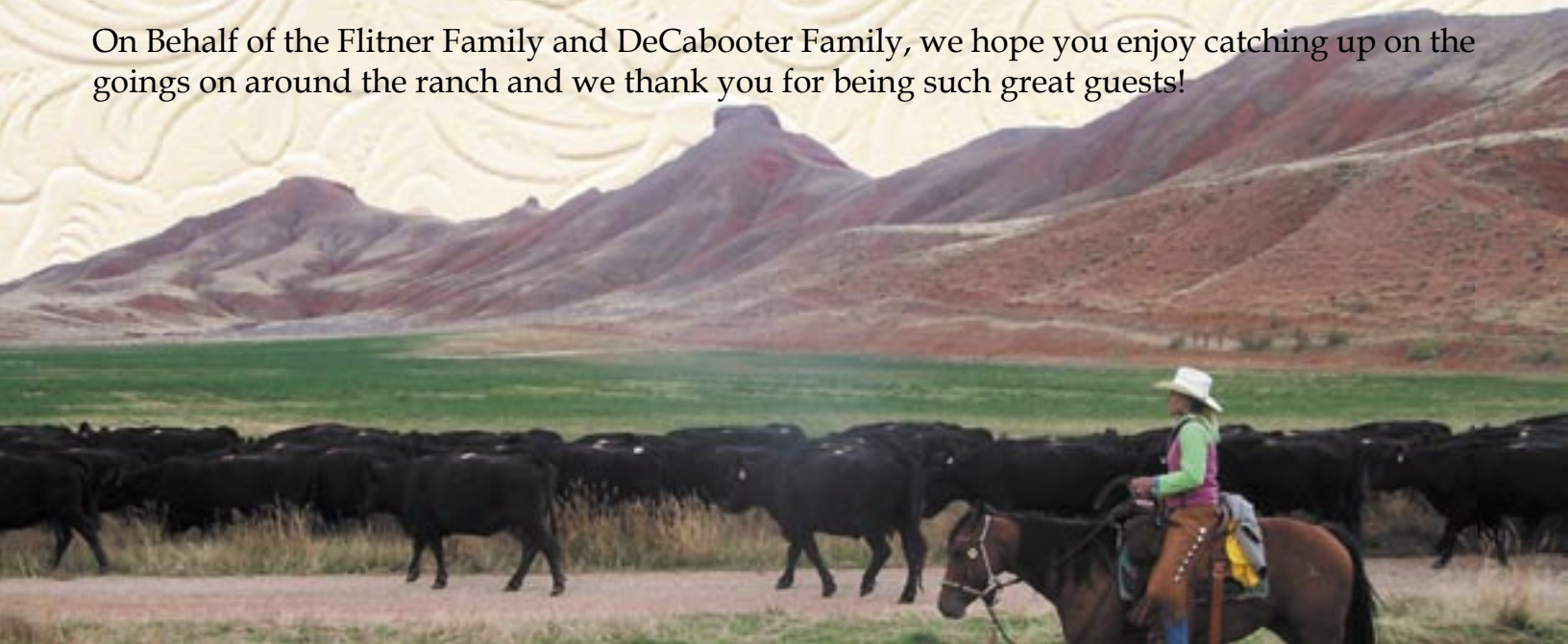
How is it possible? The busy season is coming to an end again. It looks as if we just started up the season. Well, I guess that if you are having fun doing what you do, time flies. This is certainly the case at The Hideout. We had another great season with a growing number of guests in general and a growing number of repeat guests for the fourth year in a row. More of you come for two or three weeks and more of you come several times a year. We love it!

As to staff we can not be more grateful for the genuine, professional and positive staff we have had this season. Both our year-round and seasonal staff has done an outstanding job in terms of integrating and learning quickly how to please our guests with a wonderful smile and "can do" attitude. We received some great testimonials on Trip Advisor.

Food has been an increasing positive experience at The Hideout for several years now and with continued creativity and food initiations in the kitchen, we have received great feedback regarding the gastronomic experience. The fact that The Hideout keeps on its key staff results in more and more in-depth knowledge of the wishes and desires of our repeat guests and guests in general. Experience, knowledge and listening is what makes our guests feel more and more like family when coming to The Hideout.

As David always says: "Our Guests are our Board of Directors, so we need to listen and draw conclusions," and Peter usually adds "What is Great today is only Good tomorrow and Average the day after".


On Behalf of the Flitner Family and DeCabooter Family, we hope you enjoy catching up on the goings on around the ranch and we thank you for being such great guests!



Some Caution for next years bookings

With regards to the bookings for the 2011 season (and this is not a Sales Trick), we have already booked an unusually large number of guests for next year. Early bookings are becoming more of a trend, and we are seeing weeks in June, July, and August already filling up. So if you would like a special week or dates makes sure to lock them in soon, as they could be gone before you know it! We honor, respect, and love our repeat guests and to make sure we see you again here is something just for you! If you book before November 30, you not only get your 10% repeat guest discount, but we will lock you in at the 2010 rates. Remember, the earlier you book the better chances of getting the week you want!

Where in the World?



We, here at The Hideout, are fortunate to have such amazing guests. However, we would like to send a special thank you to all of our International guests. We know how difficult it is to get to Shell (and that is just if you are traveling from California!), so we really appreciate the guests that wander in from abroad – and keep coming back season after season. This year we have had guests from England, Scotland, Dominican Republic, Italy, Luxemburg, Belgium, France, Germany, The Netherlands, Sicily, Switzerland and Pakistan....for traveling for 24+ hours on a plane, we salute you!

Horsemanship

In terms of horses, horsemanship and riding experience The Hideout has stepped up a couple notches this year as a result of several years of investing in a quality equestrian culture in people, horses, experience, rides, etc. Why did we do this?

One of the most important feedback comments from our 2006 Guest Questionnaire was that experienced riders were not that impressed by our staff's horsemanship experience, nor most of the horses, the rides we took and especially the communication skills and teaching skills of our staff. At the same time beginning riders felt that we did not pay enough attention to them in terms of teaching and we lacked patience and empathy.

The above is not uncommon when it comes to Guest Ranches and the reputation guest ranches have in general when it comes to riding programs and horses. Few experienced riders take guest ranch vacations, and few people go to guest ranch to learn more about riding and horsemanship. This, despite the fact that a guest ranch venue is a superb environment for this, is just an observation in the industry. However, within the travel industry there is trend towards destinations or experiences where one learns while taking a vacation. So when it comes to cattle work and riding we owe it to our guests to teach them, to help improve their skills and knowledge. This has resulted in a slightly different approach this season and looking at the feedback, our guests have confirmed that they appreciate this added value.

The Herd

We know how attached our guests are to the true "stars" here at The Hideout, so we must update you with what is happening out in the herd. This season saw an addition of the mustangs to The Hideout herd, and a couple of them in the guest string! We regretfully announce the retirement of: Katie, Charlie Brown, Hondo, Casey Jones, Spur, and Echo...but not to worry! They have moved onto good homes and we are very happy that they will be well taken care of.



We would like to announce some new horses to the guest string. These are horses that have been trained by our wranglers, and now move from the wrangler string to the guest string for intermediate/advanced riders (at this stage): Zeus, Georgia, Zingaro, Moonlight, Little Hawk and Champ have welcomed different people riding them, and we have heard some great comments about how 'soft' they are in their commands.

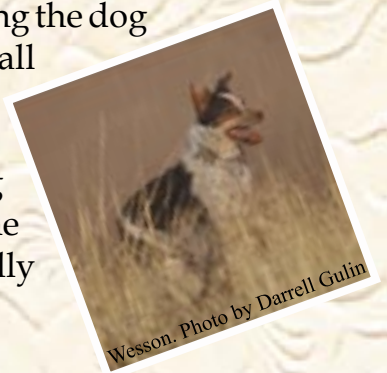


Horse training

We would like to think that our trainers are the cream of the crop. After a little discussion within the team, an ad was placed in the local newspapers advertising horse training here at The Hideout. The Hideout is open for training business during the winter months, and our trainers can handle everything from colt starting to trouble shooting. So far we have several horses in the appointment book and a couple on property, coming from as close as Greybull to as far Georgia and Indiana. If you are interested in procuring our training services please send Peter an email at peter@thehideout.com.

Bow-wow-wow

The Hideout and Flitner ranch dogs (and their owners) got the surprise of their lives when two of our guests, who are professional dog trainers, walked in and started teaching the dog owners how to handle their dogs and how to speak in "dog language". After all we emphasis Stockmanship (cow communication), Natural Horsemanship, (horse communication), and level 5 Leadership (people communication), so if the dogs thought for a second that they could escape people understanding their little minds and motivations, they were so mistaken! Thoughts for the future, maybe a special dog training / stockmanship clinic geared especially for ranch dogs and their owners???...hmmmmmm



The Journey to 'Moo'ving Healthy, Happy Cows

Three years ago we had a full week of Bud Williams stockmanship training for both The Hideout and The Flitner Ranch staff. Well we finally got our act together and started teaching our guests these low stress and efficient principles. Most Monday afternoons, after orientation, those interested have had the option of participating in an afternoon Stockmanship initiation for both horse and rider. The feedback was very positive and we found that there was much less confusion and frustration about what needed to get done once on "the open range herding the real cows".



Repeat guests were initially a bit skeptical about this, but time after time they told us "you should have been doing this from the beginning". One of the results of this low stress stockmanship is that each year we have fewer and fewer sick or dead calves and we need to doctor fewer and fewer sick calves. Several of our repeat guests noticed this change and remarked that a couple years ago there was more roping and doctoring of sick calves and today few to none.

Roughing It, Hideout Style

Innovation is key here at The Hideout. We are firm believers in coming up with new adventures for our guests to experience and this year we would like to crown Peter "King of the 4X4 Off-Road picnic". This trip can last a full day or three-quarters of a day; either way you'll be traversing through the mountains on dirt-roads. The best part about it is that there isn't just one route to take; the journey could end at the Upper Hideout, Shell Reservoir, or Paint Rock Lake. And the lunch!!!! Cheese, crackers, meats, bread, fruit platters, wine, and crumpets....need we say more????

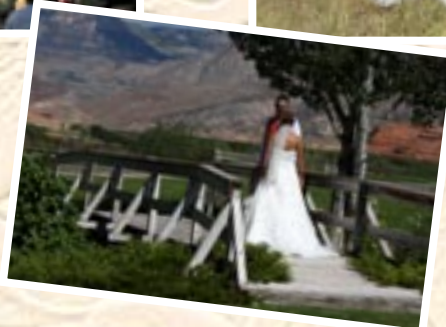


Eat, Drink, and Be Merry

Nothing pairs better with a White Crane Zinfandel than a great group of guests, Tellacherry Pepper Encrusted Elk Medallion over Sweet potato puree & Port wine reduction, four more courses to go, and Wrangler Ben on the guitar! Wine dinners are always a special treat here at The Hideout and this wine dinner was no different. The guests were treated to a five-course wine/dinner pairing, with each course being introduced by White Crane & 3 Steve's Vineyard owners Steve & Wendy Burman and Chef Chris. The night gave a whole new meaning to the phrase "winning and dining" and was ended most elegantly with music by Wrangler Ben. More of these to come in the future, you just never know when it will happen!

A Love Story, with a Breathtaking Back-Drop

Nothing tweaks the heart strings like the words "I do". For some time now Trapper Creek Lodge and The Hideout have been spectacular backdrops for just about everything from photography to a romantic dinner, so it is no wonder that couples look to come to these locations for their wedding. This season both The Hideout and Trapper have hosted their share of weddings and the results are just spectacular. To inquire about a destination wedding at The Hideout - please email: info@thehideout.com



Photos taken by
Marc Bradshaw Photography

Christmas is Coming...

The Hideout Gift Store is available to ship your Christmas gifts directly to you. It is never too early to think about shopping...we don't mean just Christmas shopping! If you aren't sure what to buy, but know that you must get it from The Hideout, we have an assorted selection of Hideout logo Polo shirts (in navy blue and grey), new men's and youth tees, coffee mugs, scarves, and Pendleton blankets (or Pendleton ponchos!). If you think of something that you just have to have get in touch with Natalie (info@thehideout.com) to confirm your purchase!

Shell Lodge

Most of you have noticed that the building and area in the center of Shell that was once a collection of junk buildings and cars has gradually started to turn in to exactly the opposite. The center of Shell has become one of the nicest little town centers in Wyoming, and The Shell Lodge is gradually approaching the grand style that it once had. The finishing touches are in the works and it won't be long before it is deemed complete.

The obvious next question is, "what will it be?" We know but will tell you in the next newsletter, so you'll just have to hang on till then. The next question many of you ask is what Peter will do now? Knowing how he likes restoring old buildings...Well you may have noticed that there is a lot of activity going on at Trapper around the original guest ranch buildings where Roosevelt, Hemmingway and Owen Wister used to visit and reside...in the words of Forest Gump, "that is all we have to say about that!"



Training and Development!

To keep our staff on their toes and to stay fresh with things to share for the next season, we started organizing a diversity of trainings for the staff during the off-season. This varies from horsemanship and riding to Meyers Briggs exercises, to understand our own individual personalities better and that of our colleagues for better interaction and appreciation each others talents more, to Leadership in Community, and the list goes on.

Peter has started to scout for other clinics and seminars to keep the staff busy this winter and attended a three day Leadership in Business Seminar at the University of Wyoming in Laramie. He came back more energized than two Energizer Bunnies and full of enthusiasm about the program. He is looking to break up the sessions and teach the basics to all staff here at The Hideout. Other training and clinics that will be attended are The Five Dimensions of Culture, by Hofstede, to make sure that everyone has a better understanding of the different cultures we deal with and how to communicate better with them.

More than likely, we will invite experienced horseman of other disciplines to come and work with our barn staff this winter. Shawn is attending a course in Equine Massage this fall and you can be sure that Ben will school himself even more in art of Cowboy music. All in all, expect even better things to come for next season!

Create Your Own Taste of Heaven

Fall is a time when the leaves change, the air feels crisper and cooler, and there is a chance that when you wake there could be some icy frosting on the trees. What better to complement all of those sensations than a warm and comforting bowl of soup? Try the below on a cool evening and if you don't get a warm, fuzzy, happy feeling after your meal is done ...blame Chef Chris!!!



Grilled Pork Enchilada Soup:

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|------------------------------------|----------------------------|
| ½ yellow onion diced | ½ cup chopped cilantro |
| ½ cup yellow peppers diced | 1 cup strong chicken broth |
| ½ cup red peppers diced | ¼ cup cream cheese |
| ½ cup orange peppers diced | Cumin - to taste |
| Lime juice (de-glaze) | Celery salt to taste |
| 1 qt blended whole peeled tomatoes | Coriander to taste |
| 10-12 oz grilled pork | Black pepper to taste |
| 1 cup frozen corn | Oil |
| 2 cloves minced garlic | |

In a sauce pan bring oil up to temperature and begin to sweat the onions, do not brown. When onions are translucent, add corn and continue to sweat. Add garlic and continue cooking until aromatic 2-3 minutes before deglazing once around the pan with lime juice. Add tomato puree and chicken broth. Simmer for 10-15 minutes until soup turns deep red.

While soup is simmering season pork with salt and pepper, sear over high heat, marking both sides but not fully cooking, remove and hold.

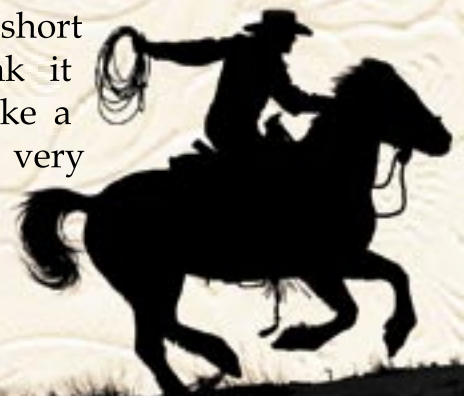
When your soup has reached a deep red color and slightly thick consistency and add peppers, cream cheese, and cilantro. Now dice your pork into spoon friendly pieces and add to soup. Add any juices from pork as well. Continue to simmer to finish cooking pork and season with cumin, coriander, celery salt and pepper to taste.

Sour cream, shredded cheeses, or fried corn tortilla strips make sexy garnishes



Questions and Answers

Following our Fall Newsletter we will be sending out a short e-questionnaire. We believe in guest feedback and think it is necessary for us to grow and improve. If you could take a few moments to fill it out and send it back, we would be very appreciative!



Come and Play at The Hideout!!!

Not sure when to book your next Hideout trip? Check out the below weeks to see if you might be interested in joining us for a "themed" Hideout week or take a look at our special offer for repeat guests.

Branding Week 2011

If you, or someone you know, would like to come out during a special "themed" week, our official "Branding" and "Singles" weeks for the 2011 season are just the thing! April 10-16, 2011 is the official "Branding" week for The Hideout; our guests this past April had a blast (check out the pictures) and we expect nothing less next spring!

Spring Horsemanship Clinic (March 6-12, 2011)

The sign-ups for the October Horsemanship clinic signaled a real interest from our guests to us, so we have set dates for a second clinic to take place in the spring. Like our fall clinic, spaces will be limited. What does this mean? It means that you will get lots of one-on-one time with our wranglers and the opportunity to enhance your horsemanship skills.

Photography on Horseback (September 4-10)

This special week long clinic will be limited to 8 guests (we will be having normal riding guests during this week as well). Bookings through Van Os Photo Safaris, and will be led by Jeff Vanuga. This will be a unique opportunity for photographers to shoot in some remonte backcountry not accessible to larger photo tour groups.

Office Swap

There has been a little change with AJ in the office, don't worry - she is not leaving us. However, this season she has been in transition to a new role as book-keeper for The Hideout & Trapper Lodge. You will still see her smiling face at dinner time, as she has taken quite a liking to helping serve dinner. Natalie will still be in the office, for any inquiries, bookings or questions you may have.

From the Entire Hideout Crew,
Happy Trails and We look forward to seeing you soon!