



TRIP RECAP

## THE WINCHESTER EXPERIENCE



A long time coming in The Experience lineup, The Winchester event has been a consistent ask of CLUB Members for years. This year, we were able to deliver on the first of what we hope will be many events with the ammunition and firearm legend.

As guests arrived to the hotel and conference center in Collinsville, IL to commence the event, they were greeted with an impressive layout of gear in their rooms, only the first of many fine touches provided by the Winchester team. Once the whole group was accounted for, we headed up to the Winchester suite on the top level of the hotel and enjoyed a meet and greet cocktail hour with the Winchester team, world-champion and Team Winchester sporting clay shooters, as well as various Winchester leadership. As the Winchester President warmly welcomed everyone to the event, he went into detail with guests about the culture, vision and backbone of the company, and the long history with Bass Pro Shops and Cabela's. A very impactful night to start the weekend. Folks headed to bed eager to experience the inner workings of the Winchester ammunition facility the next morning, where all the magic happens.

As the group headed to factory to begin day 2, the Winchester team surprised them with a quick handgun shooting session at the range near the factory. Here they got a quick lesson from range professionals and were able to first hand this company's handgun ammunition at work – an unexpected and enjoyable touch. From here the factory tour gave guests an exclusive look inside the walls that are pumping out truckloads of ammunition a day, an unbelievable, non-stop process. From interactions with employees to walking along the production line, these guests witnessed it all. It was after this that it was clear why Winchester is “The Ammunition Legend”.

As the factory portion ended, it was off to Winchester's NILO hunting club, where guests experienced world-class facilities, hospitality and hunting. On the heels of renowned hunting dogs, everyone enjoyed shooting chukars and pheasants, as well as experiencing many peoples first driven mallard hunt. To top it all off, guests were also able to experience first-hand training with Team Winchester's 2 world-champion sporting clay shooters, access very few ever receive. It is without a doubt that everyone left NILO better shooters than when they arrived after 2 days with these trainers.

As the group toasted to an amazing trip and many new friends made, plans were already in the works to attend future events together. Winchester went above and beyond for these CLUB Members, and they definitely noticed. From dinners, facilities, hunting and culture, this look into the world of the ammunition legend was one these guests won't forget. Put this trip on your list, it's a must.







