



David T. Grout
President

Direct: 909.297.6320

1054 Governors Lane
Seymour, Indiana 47274

The Essence of Zoe A Life Well-Led

There's a question that we all have to ask ourselves. It's one of those questions that leaves no room for excuses, revisions, or half answers. It's a question that measures us.

What's most important?

Just three words and a question mark. But the answer is the sum of every day you live.

Think about it. This isn't just to ponder. This is a challenge - or you. Go ahead, make top-five list. What do you come up with?

Did "God" or "Family" make it? How about "Fun" or "Security" or "Creativity"? Maybe you jotted down "Education" or "Philanthropy."

Okay, so here's another challenging question. How much of your life *right now* reflects a real passion for what's on that list?

We understand. Everyone has lists: "top-fives", "bucket lists", "pay it forwards", "dreams".

But we also believe that, regardless of what's on your list, those important things for *you* connect in essence to what *we* at Zoe Outfitters are all about.

Community
Courage
Adventure
Faith
Legacy

It's simple. A **life well led** is about being with people, getting out of the rut of daily life, seeking new experiences, trusting that there is purpose in everything, and inspiring others to do the same.

Where does this kind of life happen? Look no further than beyond your front door where mountains tower, campfires roar, rivers rage, trails beckon, and where relationships are forged, strengthened and renewed.



David T. Grout
President

Direct: 909.297.6320

1054 Governors Lane
Seymour, Indiana 47274

How do you get there? That's where we come in. Zoe Outfitters is dedicated to one thing: we provide you with the essentials for a *Life Well Led*. We know that the mundane routine of business-as-usual makes it difficult to know what's most important. So we're offering a three-step alternative: pick an adventure, get geared up and go with Zoe!

So what is most important? There's a commercial world out there vying for your attention, your money and, ultimately, your life. What they don't say is that every promotional campaign, every dollar they make is about them, not you.

Aren't you tired of being told what you're supposed to be?

This is an invitation, an open letter to you and everyone you know who wants to live life in full:

Come adventure with us. You'll see the world, people and arrange your True List - the way you want it to be. We promise.

IF YOU CAN'T SEE THE BOTTOM LINE, LOOK TO THE TIMBERLINE.™