



## **Eagle Creek Announces Jeff Red 2017 Rep of the Year**

**San Diego, CA (June 26, 2018)** – Eagle Creek is proud to announce it has chosen Jeff Red, owner of High Country Trading as 2017 Rep of the Year.

Jeff Red founded and has led High Country Trading for 6 years, and has worked with Eagle Creek in various roles since 2001. Red directs sales in the Pacific Northwest region, and has independently represented outdoor and adventure travel brands since 2012.

“I am really excited to be able to recognize Jeff for all his hard work and resulting success in 2017,” said Jeff Sermak, Sales Manager at Eagle Creek. “As a rep for Eagle Creek for over a decade, Jeff has delivered positive growth year-over-year and truly exemplifies the heart and soul of the brand - especially when you consider our brand’s purpose to unlock the wonders of humanity and the planet. Jeff gives back to the community through hundreds of hours volunteered domestically and internationally. He definitely leads by example.”

Upon hearing the news, Red, in visible disbelief, said, "I don't have any notes, and all I can really say is that I'm blessed and honored to receive this award and feel lucky to work with such a wonderful group of people and a company like Eagle Creek. This really is a wonderful company that makes great product that helps get people out into the world and changes their lives. It is a pleasure and a privilege to work with all of you and I look forward to many more great years ahead."

“This was no hanging chad situation,” said Gabriel Artalejo, Director, Key Accounts at Eagle Creek. “From the day I met Jeff, I’ve been trying to catch up, starting with his first A16 clinic where he had to take over from a 100% attendance track record. Anyone would have struggled, but Jeff turned the challenge into an opportunity and has never looked back.”

Awarded annually, the Eagle Creek Rep of the Year Award is an opportunity for Eagle Creek to recognize a rep or agency who delivers outstanding results along with superior customer service. High Country Trading was selected for their continued positive revenue growth, account and channel expansion, business acumen, pre-booking success, planning/forecasting, and excellence in servicing national accounts. Always inspired by travel, the Eagle Creek Rep of the Year award includes a \$5000 Find Your Adventure self-determined prize

All aspects of brand building are considered for this award, including but not limited to: in-store presentation, staff training, assortment planning, relationship building, sales growth and developing new business opportunities.

### Link:

- High Country Trading Website: [highcountrytrading.com](http://highcountrytrading.com)

### **ABOUT EAGLE CREEK**

Eagle Creek is the original inspirator of getting outside – outside the familiar and the well worn paths. We take journeys that lead us outside our comfort zone toward new levels of understanding, growth and connection. We exist to serve all generations of travelers, backpackers, jet-setters, and weekend nomads looking for something deeper, something greater.

This insight informs the products we make, the places we touch, and the people we meet to unlock new perspectives in our shared explorations of life. Eagle Creek. Find your unknown.

**PRESS CONTACT:**

Alli Noland

Terra PR

307-733-8777

[allin@terrapublicrelations.com](mailto:allin@terrapublicrelations.com)