

# NEWS OF OUR CLIENTS



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## MULE DEER FOUNDATION WELCOMES PRÓIS® FOUNDER KIRSTIE PIKE TO BOARD

At their February board meeting, the Mule Deer Foundation board of directors voted to add Kirstie Pike, the founder and CEO of women's hunting apparel manufacturer Próis® Hunting & Field Apparel for Women, to the board. Pike immediately started a 3-year term.

"We are thrilled to have Kirstie's skill and energy on the MDF Board of Directors," said Jim Steadman, chairman of the Mule Deer Foundation board. "In the six short years since Kirstie started Próis, her company has filled an important niche in the hunting industry. She has a strong leadership background as well as tremendous connections and we know that she will bring those qualities to MDF."

Pike started Próis in 2008 in her hometown of Gunnison, Colorado where she has hunted mule deer all of her life. Her company taps into the growing market of female hunters allowing her to interact with avid outdoorswomen and she will be bringing that knowledge, and her love of mule deer hunting to the board.

"Being from Colorado, and especially the Gunnison Basin, I have a great appreciation for the mule deer populations in western Colorado and support the management and conservation efforts that MDF pursues," Pike noted. "Through my work with my business I have gained a leading edge on connecting with women who are interested in hunting, shooting and conservation. This has provided me a great insight on what women want and I feel that this could help bolster the women's presence and membership in MDF."

Prior to starting her company, Pike was an emergency and trauma nurse at Gunnison Valley Hospital and an active 4-H leader. Her years of experience in professional and volunteer leadership positions have provided her with expertise in strategic planning and fiscal oversight that she plans to bring to the MDF board.

Próis was created for women, by women and they are proud to serve as the premier manufacturer of hardcore women's hunting gear. Próis has also garnered a great following of men and women throughout the industry through their wacky shenanigans and humor. Fondly called the Próis Posse, the Próis followers ramp up the craziness each day. Keep up with our lovably wacky team through Facebook, Twitter, Pinterest and LinkedIn. Warning: Próis social media is not for the faint of heart...and "your mom" is not really your mom...it's a metaphorical mom.

To learn more about Próis' innovative line of serious, high-performance huntwear for real women, contact: Próis Hunting and Field Apparel, 28001-B US Highway 50, Gunnison, CO 81230 · (970) 641-3355 · Or visit [www.proishunting.com](http://www.proishunting.com). To check out the latest updates on Próis field and pro staff and company news, visit the Próis blog at <http://www.Próishunting.com/community/index.php>.

'Like us' on Facebook: <https://www.facebook.com/pages/Próis-Hunting-Field-Apparel-for-Women/110925409020195?fref=ts>

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