



Employee Owned

December 20, 2007

Career Services Director
James Madison University
301 Wilson Hall
Harrisonburg, VA 22807

Dear Barbara Daniel,

I would like to inform you of the summer employment opportunities at the Nantahala Outdoor Center (NOC), the leading outdoor recreation provider in the southeast. NOC is recognized internationally for our whitewater rafting, canoe and kayak instruction, adventure travel program and outstanding guest service provided in our three restaurants and numerous retail operations.

NOC maintains rafting operations on six rivers in the southeast and employs approximately 550 people during our peak season, June through August. Each year we hire and train approximately 220 new seasonal staff members, many of whom are participants in outing programs such as yours. We provide extensive training for all of our seasonal staff, focusing on technical skills, safety and first aid, guest service skills, marketing and cross-selling techniques.

A summer with NOC will introduce your students to a variety of new outdoor challenges in a work environment that is designed to be both stimulating and fun. Our employees enjoy the type of work and seasonal schedule that offer the manner in which we hold ourselves to the highest standard of outdoor professionals and the generous benefits provided for all employees. In turn, we are very proud to work with various institutions in accommodating and administering student's requests for internship opportunities whenever possible.

I would like to ask for your help in informing your students of the opportunities that await them at NOC. Enclosed are several flyers - one general employment flyer that lists the seasonal positions available at NOC, and an advertisement for our 2008 Guide School. Guide School provides interested individuals the chance to develop their skills and experience work as a raft guide, as well as improve their chances of being hired - all at a very reasonable cost. Several Guide School sessions are offered during March to accommodate most students' Spring Break schedules.

It would be a great help if you could post these flyers in an area visible to your students. Please contact me should you have any inquiries about NOC or need additional information - I'm happy to help. Thank you for your assistance. I hope to see you on the river, and invite you to join me should you find yourself in the area!

Best,

Bridget Hines
NOC Recruiter/Hiring Coordinator
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Email: work@noc.com

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