



Kowas Campfire

Tel: +264 62 581558 Cell: +264 81 211 4900

USA: (1) 940-440-8998

E-mail: kowasadv@iafrica.com.na

MARCH 2018

INSIDE THIS

NEW BEGINNINGS	I
THUNDER & LIGHTENING	3
MARKETING REPORT	4
AFRICA HUNTING.COM	5
NON-TROPHY SPECIAL	7
MEMORY LANE	11

New Beginnings

It is with great pride for me to announce that Jacques Strauss has been appointed as the new CEO of Kowas Adventure Safaris as from February 2018. A new Board has also been appointed for Kowas Adventure Safaris which consist of:

Danie Strauss—chair / financial adviser

Jacques Strauss—CEO

Ansie Strauss—Marketing and Lodge management

Elleni Strauss—Finance and Administration

It is my experience that many of our old bulls do find it very difficult and challenging to let go to give way to a new beginning with fresh ideas, dreams and aspirations. I therefore took this decision, having full confidence in Jacques' abilities and leadership.

Jacques grow up in the hunting business and qualify as a PH at age 18. He then went to South Africa to advance his full time studies in obtaining a Business Degree in Marketing and Tourism Management (three years). After his studies, he started employment at Kowas as a Professional Hunter and regular laborer in 2014, working his way up gaining valuable experience in all aspects of wildlife ranging. In 2017 he became one of the youngest PH's in Namibia to qualify as PH Dangerous game (Big five PH). I therefore believe that Jacques has gained enough experience and is ready to advance his career in managing our company.

The Board is there to assist and provide guidance with succession planning, ensuring a 100% transfer of responsibilities and ownership to the new generation in 2021.

I trust that all our clients will support the changes in management and the new Team will be there to make your dreams and safari aspirations even better than before.

I am looking forward experiencing a new energy, ideas and dreams of the new generation in advancing Kowas Adventure Safaris to new horizons and customer satisfaction.

With kind regards

Danie Strauss





Thunder and Lightening

The cracks of electricity slicing down to earth and the unbelievable roar from the clouds are synonym to this time of the year.

The rainy season here in Namibia is in full swing between January and March, but this year, it appears that the rain showers has skipped Namibia completely. It is very dry at the moment, and the little shoots of grass a mere inch or two high is hanging on for dear life. However we still have high hopes that the rain will come, even if it's late (running on African time) that our wild-life will once again have the privilege to do the rain dance in the savannahs of Namibia.

Please keep Namibia in your prayers.

“Hope is praying for rain. Faith is walking with an umbrella”

- Unknown

2018 Marketing Campaign Report

Jacques and Elleni Strauss had a wonderful marketing campaign in the United States of America, however, it was a long and brutal five-week-long trip away from home.

First up, the Dallas Safari Club (DSC) Convention in Dallas, Texas from 4-7 January was a huge success. The general attendance at the show seemed to have been down, but the Kowas Hunting Safaris team were very successful and we booked a number of clients at the show. I really think it has a lot to do with our clientele attending the DSC Convention. Kowas Hunting Safaris would like to thank you dearly for your support, commitment and trust that you bestow on us to recommend our services to other hunters.

Our second show was the International Sportsmen's Expo (ISE) in Denver Colorado from 11-14 January. It was the first time that Kowas Hunting Safaris attended this convention. It was something new and completely different, but we did not feel that we were successful enough at the show to make it worth our while to return to the show in 2019. Denver is a beautiful city with really good places to eat. Elleni barely survived the cold weather in Denver, and I believe that she will never forget her first ever experience of snow.

We then had a fantastic two weeks off to visit friends in Nashville on a farm nearby, all by ourselves. It was incredible. We saw quite a few deer and just had some down time which was just perfect in every sense. We had dinner at an amazing restaurant in Nashville called Sperry's with great company. We headed off to Knoxville to visit friends, they took us ice skating, hiking in the Smokey Mountains, we watched an ice hockey game and a college basketball game. We even had a wonderful house-party in Knoxville which was very enjoyable! We were fortunate enough to visit with one of our first clients back in the day and seeing his trophy room was unbelievable. It brings back some good memories.

The final Convention of the Marketing Campaign for 2019 was at the Safari Club International (SCI) Convention in Las Vegas, Nevada. Kowas Hunting Safaris was quite disappointed in our booth placement that SCI gave us, but we made the best of it and it turned out to be one of the best shows for us on the trip. We visited with many clients and friends and we had a blast of a time!

To each and everyone that made this trip special, THANK YOU SO MUCH! We appreciate each and every one of you dearly. Without YOU we are nothing...

A special thank you to the following people who made this trip extra special: John & Karen Fetner, Bill & Mary Walker, Kirby & Pat Walker, Heber & Sperry Simmons, Robert Aman, Jeremy Holck and Elise Walker

AFRICA HUNTING.com



**IF you haven't joined the AFRICAHUNTING.com forum yet,
PLEASE go to the website**

www.africahunting.com

**It's absolutely free, and there is a lot of good information
available on the forum.**

AFRICAHUNTING.com is the digital African campfire where hunters all interact and share their stories in a safe anti-hunter free area. Well, in other words, it's the Hunting Industry Facebook!

**Please feel free to go and post your hunt report
of Kowas Hunting Safaris on the forum.**





GREAT SPECIAL COMING UP!!!



NON-TROPHY HUNTING PACKAGE

MUST BE: 2x hunting buddies during the same hunting period

You love hunting, have no desire to keep trophies, want to gather memories of an

African safari, then this package is for **YOU**.

Game species to be hunted will be non-trophies (management purposes) due to the fact that we have a drought in Namibia and we need to thin down our wildlife populations.

Hunt will still be conducted on the walk-and-stalk and fair chase principles.

You pay less but have the same hunting experience.

This is an **offer you cannot refuse**; especially the old-time hunter, whom has hunted African trophies before but still, enjoys hunting in Africa.

Includes:

7 days total = 5 days hunting + arrival & departure day

Ten (10) non-trophy animals

USD 3,000.00 PER PERSON

(MIN of 2x hunting buddies)

More hunting days could be added. Trophies available as per price list

Dates Available in 2018:

Kowas Hunting Safaris decided to open up more dates, since we are experiencing a drought and need to thin down our wildlife populations.

11 - 25 May

24 - 30 June

27 August - 2 September

November

CAPE BUFFALO

10 DAYS TOTAL (8 HUNTING DAYS)

ALL INCLUSIVE - ACCOMODATION, MEALS & BEVERAGES

CAPE BUFFALO TROPHY

USD 21 000 - 00



NAMIBIAN SPECIAL

7 DAYS TOTAL (5 HUNTING DAYS)

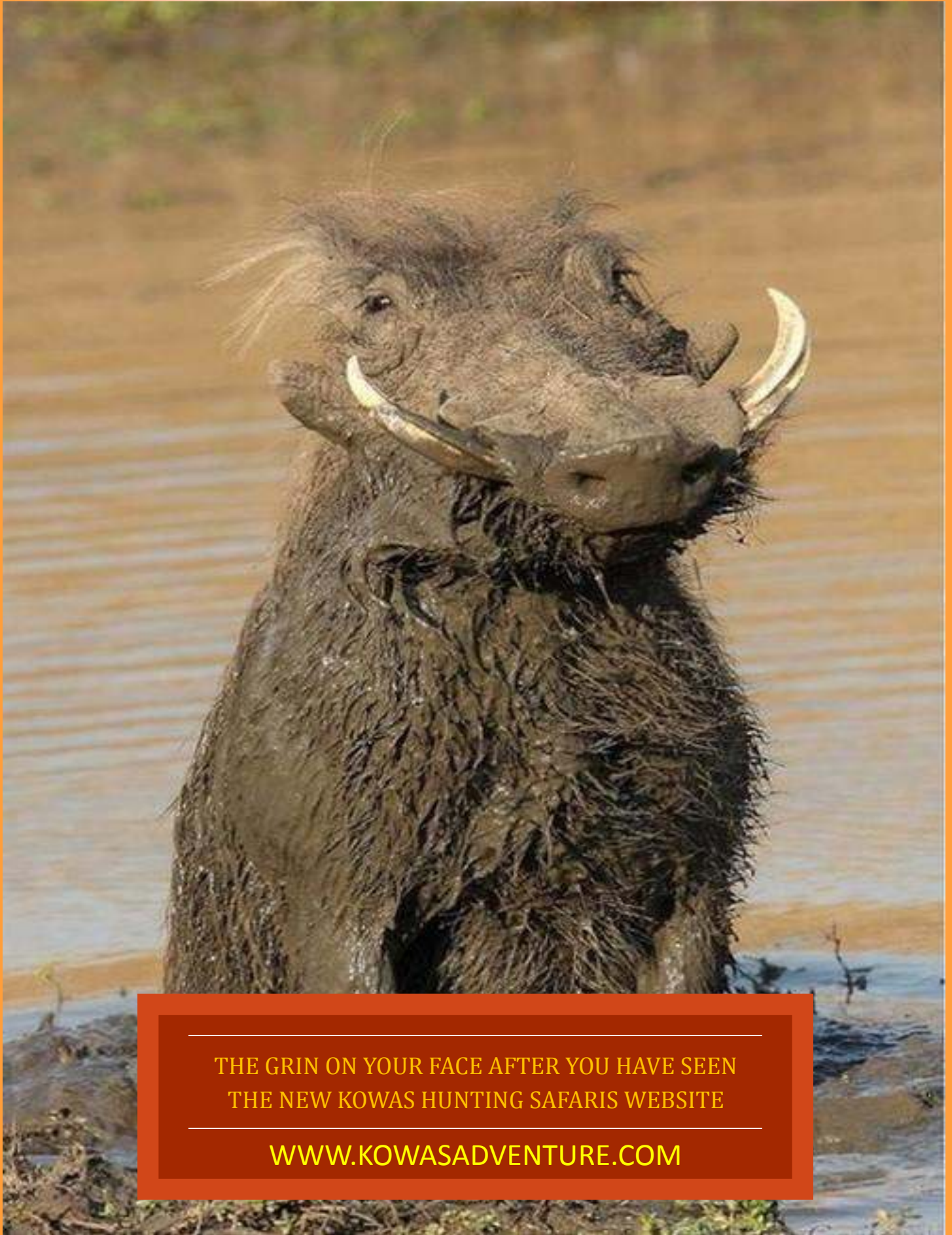
ALL INCLUSIVE - ACCOMODATION, MEALS & BEVERAGES

3 TROPHIES:

KUDU, ORYX, SPRINGBUCK,

USD 4 500 - 00

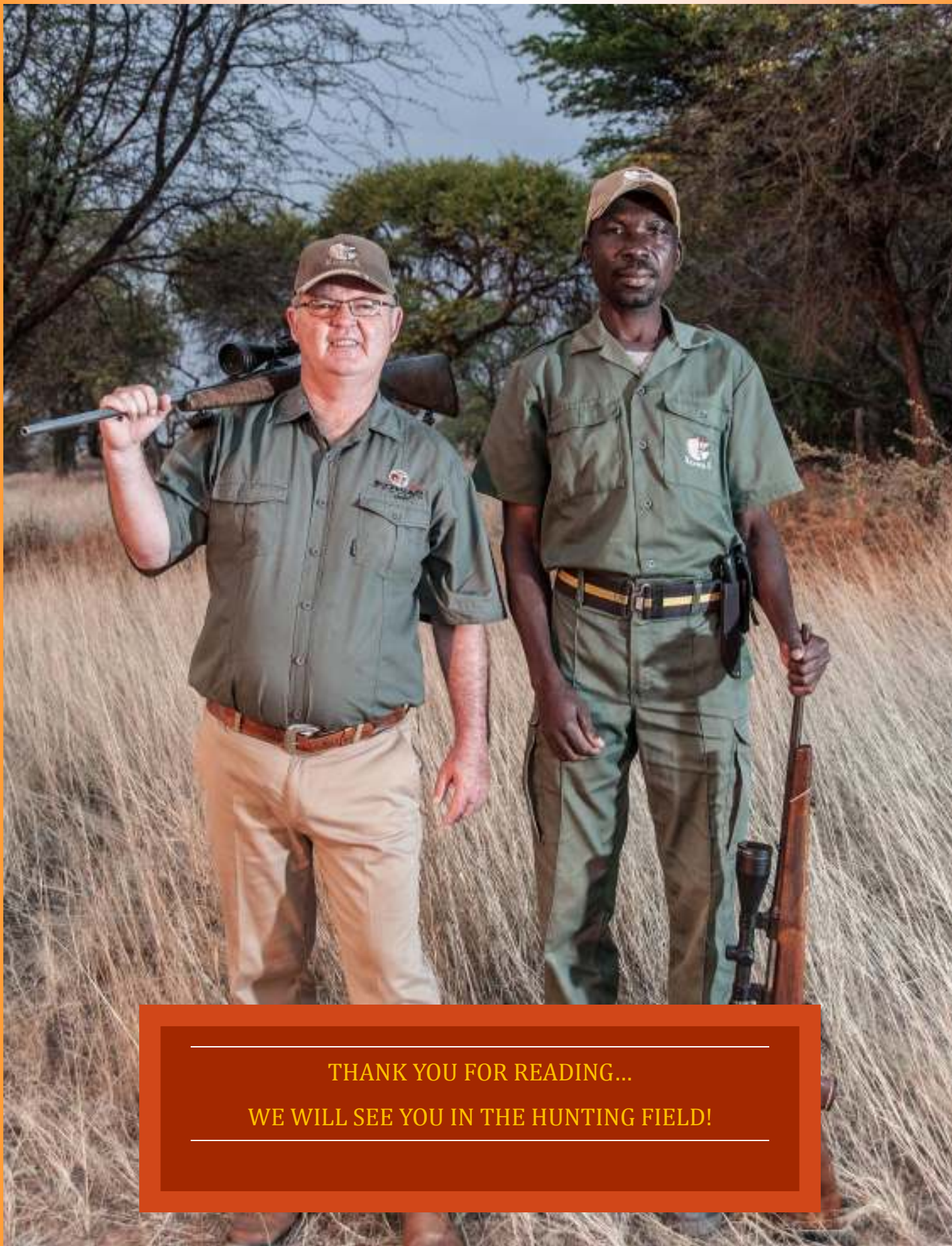




THE GRIN ON YOUR FACE AFTER YOU HAVE SEEN
THE NEW KOWAS HUNTING SAFARIS WEBSITE
WWW.KOWASADVENTURE.COM

Down Memory Lane We GO





THANK YOU FOR READING...
WE WILL SEE YOU IN THE HUNTING FIELD!