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To Whom it May Concern-

The intent of this letter is to share my experiences with Ian Roberts. Ian Roberts served Avid4 Adventure as the Manager of our Overnight Programs for nearly five years. Some highlights:

- Under Ian's leadership, we grew incredibly well. When Ian began, he was the Director of a single resident camp serving approximately 100 campers per week. When Ian's tenure ended, we were running programs at two distinct camp locations in addition to a new travel camp line of programming. In 2018, we were serving over 300 campers per week and had a seasonal team of 100 staff.
- Qualitatively, Ian set an incredibly high standard for himself and his team. His stated goal was to become the premier resident camp in the country, and Ian worked hard towards that vision. Utilizing popular management systems, such as the Rockefeller Habits and the Entrepreneurial Operating System (EOS), Ian utilized the best practices in metric tracking in order to consistently improve the quality of the programs and happiness of our staff.

While success and data are important to us, more important is the relationships that Ian was able to build with his instructors in the field. Ian never missed an opportunity to help a staff at his camp, spend time with a group of kids, or exceed the expectations of a parent. As a result, he developed a very loyal following of happy families and staff that truly excelled under his leadership.

In addition, Ian's passion and work ethic are admirable. When Ian sets his mind on something, I would recommend getting out of the way! Also, and critical in the world of overnight camp, when problems do arise... Ian has the ability to make things happen at all costs. This could mean being up most of the night and then appearing fresh for kids and staff at breakfast, and Ian did this on many occasions.

In summary, Ian is the rare combination of passion, work ethic, and intelligence that would likely serve your organization well.

Please don't hesitate to call me with any specific questions- 720 917 6421.

Sincerely,  
Kyle Littman- COO of Avid4 Adventure

