
KOWAS HUNTING SAFARIS

TRACKS AND TRAILS...

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Follow the TRACKS of testimonials.

START your trail...

**TRACK DOWN an opportunity which is life changing...
awaiting to be discovered.**

FROM DANIE'S DESK

Our Kowas marketers, Ansie and Jacques, have returned from their annual marketing trip. They were again stunned with all the assistance and support from our clients, who indeed became our friends and some instances so close that we at Kowas prefer to call them our Kowas family. May I use this opportunity to thank you sincerely for your gratitude and loyal support. Believe me, Kowas will be nowhere without your assistance and support.

So many clients are booking with Kowas only because of your referrals. We appreciate all your time and efforts in this regard. The Kowas team also recognize our responsibility at our end. Be assured that we will not let you down with your referrals. We will ensure the best attention, good hunting and excellent service. We will make their dreams come true and ensure that they will have their time of their lives. WE WILL ENSURE THAT YOUR COMMENTS ON WHO AND WHAT WE ARE, TO YOUR FRIENDS, BE UPHOLDER.

The marketing trip was again a huge success and we are very satisfied with the bookings as well as the interest shown in hunting in Namibia in general. Ansie and Jacques did a great job. However, apart from working, they also had a lot of fun with you all. Thank you for taking care of my family in my absence.

I will accompany the two of them during January 2015. They just cannot have all this much fun without me.

Returning to Kowas....We had a fantastic raining season. The quality of the vegetation is beyond fantastic. We are blessed. The wildlife is in very good shape and recovered tremendously after the drought of last year. Africa, an amazing place of contrast where miracles happen daily.

For those of you who are visiting us this year: Bring hay fever tablets if you have allergies. Game will be plentiful and there will be a lot of cover when stalking. You will be having a lot of fun with fantastic trophies available.

More good news is that Jacques will be joining the Kowas team permanently towards June this year. He will surely add value to our dynamic team. I am looking forward to father and son joining hands to take Kowas and our dreams to the next level. He is a good PH with a clear vision of the future.

The Kowas staff are still the same familiar faces. A sign of our staffs love and commitment towards Kowas. They are surely a huge asset and we are proud of them for their hard work, friendliness, dedication and support towards our dream of being the best hunting operation in Namibia.

We are all looking forward in welcoming you to Kowas, our love, passion and a dream coming true wildlife sanctuary. We are proud of what God allowed us to create to share with others.

TRANQUIL TRANSFORMATION

2013 Brought about the worst draught in Namibia for the last 20 years. It surely called for tough times. By November 2013 one could sense the desperation of the wildlife. You could almost see that



the wildlife were depressed when you observe blue wildebeest walking, heads held low and slowly cantering side-to-side.

They were truly at wits end.

Overnight, somewhere on the 5th December things turned on a dime. Springbuck herds were

found together of ip to 100. They knew it was coming... The anticipating was as tense as a good horror movie.

Was there even a draught in 2013?

Now, by January 31st, 2014, it is lush green and full of new life. The pans are filled once again. Just today, 8 ducks flew overhead while I was in the veldt. The depressed mood of the wildlife is a thing of the past.



Was there even a draught in 2013? If I hadn't told you that, would you have known looking at these

pictures?

Mother Nature is a kind and loving mother, as well as a cruel mistress. There as just some things we will never understand, nor scientists, doctors or engineers. Mother Nature has her ways...and her reasons!

KOWAS MARKETING CAMPAIGN

Our annual marketing campaign to the United States of America started off on the 6th January. And after 25 very long hours of flying from Windhoek via Johannesburg and Dubai! We finally set foot on a very cold Dallas! Texas.

Larry Eulert, our corner stone in the States accompanied us all the way, taking us to our hotel, Cabalas and wherever our hearts desired to go.



On the 9th the Dallas Safari Club Convention started, and at the same time the fun started. We were so thankful to see many friends there who stopped by at the booth. Many stories were exchanged and memories were retold. Just that. The catching up with friends whom we at Kowas shared a campfire with, or just the all to familiar "hallo" makes our trip unique every time.

We are truly blessed with the GREAT friends, or more formal - clients.

This yearly event runs from Thursday to Sunday afternoon 3 o'clock. If you want to join in this fun and excitement, we invite you to schedule your diaries for 15 -18 January 2015 since we will be part of this event once again! We are excited meeting you at the Kowas booth again next year.

...and at the same time, the fun started!

Since Dallas safari Club is yearly the only show that we attend, invitations were received to visit Midland, Texas, to extend the marketing campaign. We sincerely thank our host and hostess Scott and Amanda Dinger not only for hosting us, but also for arranging a reception. We appreciate your loyal support towards Kowas and the Strauss family.

Since we have already started planning for the 2015 marketing campaign, we want you to mark the dates 15 - 18 January 2015 since you will find us again at the Dallas Safari Club Convention. Plan to come and enjoy in the fun and excitement on what DSC has to offer. Take note that Danie will join Ansie and Jacques in Dallas during 2015. We will keep you informed of our booth number as soon as it is available.

On the flight back home, I sat there starring out of my little window. The sun was just setting on the horizon. The sky a bright gold. My thoughts wondered.

Many a times, when people walk up to you at the booth, they more often than not ask you: "What makes Kowas unique?" My answer without hesitation: "wildlife only areas, family operated business and



What makes Kowas unique?

fair chase hunting". Well, honestly when I think about it now...As the sun disappears behind the horizon...what really makes Kowas unique, is our CLIENTS. When we sat foot on American soil, we feel at home with the kindness and generosity shown by our clients. We feel at home every single minute when we are there.

What makes Kowas unique, is without a doubt our clients whom will go out of their way to make things better for us.

Sincere thank you for your kindness and generosity and continuous support. You remain the best asset to Kowas. We are proud to be associated with you... Thank you for choosing Kowas for your African safari to Namibia!

YOUR PREFERENCE?

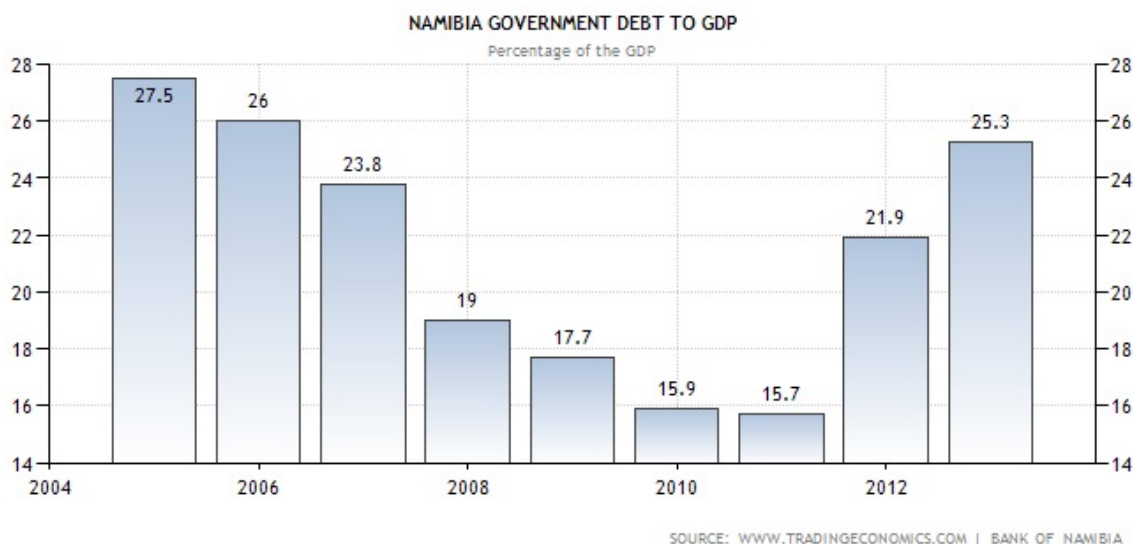
Since Dallas Safari Club convention is annually the only hunting show that we attend, we want to know from you which hunting shows do YOU attend? What impresses you much of these hunting shows? Why do you attend these shows? What is it you really look for? What attracts you? Share with us the latest gadgets, tools or creations that you came across these hunting and outdoor shows. Take the time to share with us your likes and dislikes of these hunting shows that you attend. WHAT ARE YOUR thoughts on it?

THE JEWEL ON THE FACE OF AFRICA

A familiar saying what you might have heard before. But did you ever thought why Namibians are so proud and passionate about their desert like country. Why is it that wherever in the world, when finding in Namibian, their is a longing of that person to return to his mother soil.

What makes Namibia so great: let us highlight a few facts.

1. Namibia is the second fastest growing country in Africa in terms of wealth per capita. Wealth per capita increased with 289% from 2000 to 2013.
2. Namibia has the highest rating for press freedom and transparency in Government in all of Africa. We are rated amongst countries like United Kingdom, Australia, USA and France.
3. Some statistics on the 2013 budget of the Namibian Government: Expenditure decreased from N\$ 7.3 Billion to N\$ 5.6 Billion from the previous financial year to the 2012/3 financial year (exchange rate 10.7 to the US\$). Not a single Namibian Government Ministry (department) overspend on the development budget.
4. Government debt against GDP: Only 25.3% in 2013. Namibia maintained a growth of 4.7% during the global economic downturn.
5. Namibia infrastructure and the maintenance thereof are also rated amongst the highest in Africa.
6. Namibian population, only 2.3 million for a country twice the size of Texas. The land of wide open spaces.
7. Namibia is renowned for its friendly population and cultural diversity that lives in harmony.
8. Namibia is blessed with minerals like: diamonds, gold, uranium, copper, zinc and a huge variety of semi precious stones. Mining is also the biggest contributor to GDP.
9. Namibia is a world leader in Conservation and the only country in the world where sustainable utilization of our natural resources, which include wildlife are entrenched in our constitution. This being the reason why wildlife to be found everywhere in Namibia. Wildlife has economic value and thus be protected. Almost half of Namibia is free hold land, 36% communal and 18% is state land (national parks).



Namibia furthermore makes great beer which we enjoy with our famous " braais", an Afrikaans word for barbecue. We are a laid back country where we enjoy the outdoors; where fishing and hunting are still very popular.

Namibia are therefore a jewel on the face of Africa where you can enjoy what nature has to offer in a tranquil and peaceful environment. It is all yours to be discovered... Just follow the tracks and trails of Kowas...

FIND ADVENTURE - AND PERHAPS YOURSELF...



Climb the highest sand dunes in the world. Descend to the floor of the deepest canyon in Africa. Immerse yourself in the past at one of the Africa’s richest rock art sites, and watch wildlife shimmer against one of the most spectacular pans on earth. Explore the oldest, driest desert in the world and take time to listen to the silence and to your soul.

Namibia is home to vibrant cities where people are excited about the future, while remaining deeply connected to their rich, cultural past. A stable, democratic government, infrastructure that allows guests to move confidently off the beaten path and endless horizons that beckon you to explore define this country and its people.

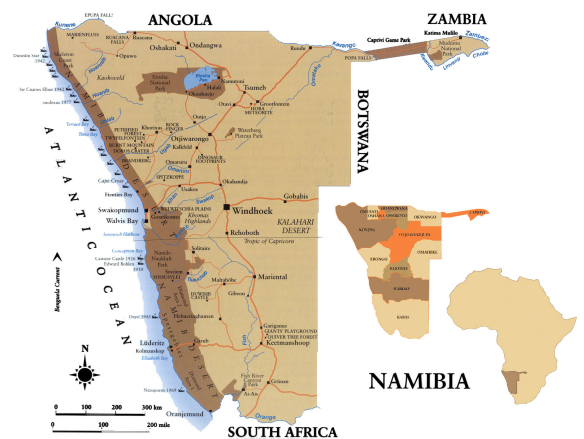
This is Namibia, where you are sure to find adventure, and you may just find yourself.

You might even find yourself...

Whether you’re visiting Namibia for a family vacation, a hunting or photographic safari adventure, a cultural experience or all three – rest assured a trip of a lifetime is in store. Namibia is unimaginably vast, but don’t let the size intimidate you. With a good system of roads, modern services and friendly people, it’s remarkably easy to. Among other things, Kowas Hunting Safaris will help find flights, know what to pack, how to maneuver around and help plan your itinerary in detail.

While getting to Namibia may take a little effort, getting around Namibia is remarkably easy for all levels of travelers. Roads are generally good, routes well marked, and Namibia is full of friendly, helpful people and Kowas will guide you along the way. With proper planning and packing, the country is yours to be discovered.

Most visitors enter Namibia at Hosea Kutako International Airport located 45km east of Windhoek. Kowas will be there to meet you at the airport upon arrival. International flights arrive multiple times throughout the week from Johannesburg and Frankfurt via a number of carriers including Air Namibia. Other airlines with scheduled flights to Namibia include British Airways, South African Airways, LTU m TAAG, the Angolan national airline. The airport terminal offers a bevy of shops and restaurants, also ATM’s and other helpful services, .



Conservation is a cornerstone of the Namibian experience. Namibia was the first African country to incorporate protection of the environment into its constitution, and the government has reinforced this by giving its communities the opportunity and rights to manage their wildlife through communal conservancies.

Today, over 40% of Namibia's surface area is under conservation management. This includes national parks and reserves, communal and commercial conservancies, community forests, and private nature reserves.



After Independence in 1990, visionary conservationists in the field and the Ministry of Environment and Tourism enacted policy changes that allowed rural communities to benefit from wildlife by forming conservancies. In 1998, the first four conservancies were registered.

Today, 65 registered conservancies embrace one in four rural Namibians. A sense of ownership over wildlife and other resources is encouraging people to use their resources sustainably. Wildlife is now embraced as a complimentary land use method to agriculture and livestock herding.

People are living with wildlife, including predators and large mammals, and are managing their natural resources wisely. They are also reaping the benefits. In 2009, community-based natural resource management generated over N\$ 42 million in income to rural Namibians. All the while, the program is facilitating a remarkable recovery of wildlife.

Namibia now boasts the largest free-roaming population of black rhinos and cheetahs in the world and is the only country with an expanding population of free-roaming lions. Namibia's elephant population more than doubled between 1995 and 2008 from 7,500 to over 16,000 individuals. This remarkable turnaround has led some to call Namibia's conservation efforts "The greatest African wildlife recovery story over told."

The ruggedness of the Namibian landscape has obviously done nothing to deter both flora and fauna from adapting and thriving. Here, the very act of survival can sometimes be an art. The sheer abundance and variety of wildlife of all sizes is staggering.

Namibians are deeply committed to protecting our natural resources and the country's richness of wildlife can be attributed in large part to this commitment to conservation. Namibians are committed to living side by side with wildlife, including predators and large mammals. Namibia is the only country in the world where large



numbers of rare and endangered wildlife are translocated from national parks to open communal land. This commitment to protecting wildlife is especially important given the country's remarkable diversity of species and high level of endemism. Namibia is home to approximately 4,350 species and subspecies of vascular plants, of which 17% are endemic. Six hundred and seventy-six bird species have been recorded, of which over 90 are endemic to Southern Africa and 13 to Namibia. Furthermore, 217 species of

mammals are found in Namibia, 26 of which are endemic, including unique desert-dwelling rhino and elephants. This high level of endemism gives Namibia's conservation of biodiversity a global significance.

Namibia is a land of endless horizons. Skyscraping dunes crash into jagged coastline. Joyful music rings over the savannah. Adventure is at every turn.

INVITATION

The Kowas Hunting Safaris team invites you to share our beautiful country and explore the rugged, natural, soulful, liberating place we call home. It is a privilege to share our part of the world with you.

Our Namibia can one day also be yours.

Get started - visit Kowas at

www.kowasadventure.com and explore

the various affordable options how you could find a way to make your African

safari dream a reality. Take control of your dreams. It is easy and it is possible:



LET KOWAS SHOW YOU HOW EASY IT IS TO FOLLOW YOUR DREAMS - GIVE THEM WINGS:

- REVIEW the testimonials and our references
- DISCOVER and COMPARE the Kowas advantages
- TALK to the Kowas team
- RESERVE your preferred dates
- ENJOY peace of mind
- SEE you at Kowas



FREE...

Call us for a free quotation to illustrate how affordable our prices and packages are.

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Website: www.kowasadventure.com.na

DO NOT CLICK THIS LINK http://youtu.be/g_COHJw3V_c

...unless you are ready to experience what Kowas has install for you... http://youtu.be/g_COHJw3V_c

Go ahead - only if you accept the challenge!

Do not say we did not warn you! Hunting in Namibia, Africa, might become addictive!

RESCUE SERVICES

We have pleasure in providing you peace of mind by informing you that when you are on safari in Namibia, then medical rescue services are available 24 hours with E-Med Rescue 24. We

invite you to visit their website if you require further information, at www.emed24.net This cover has been always in place but not all clients were aware of the Hunters Liability that Namibian outfitters are obliged to have.



By Namibian hunting law, the hunting guide, master hunting guide or professional hunter are obliged to have hunters liability cover that will compensate in the event of:

- a) Accidental bodily injury to the trophy hunter and his accompanying person(s) as well as
- b) accidental damage to material property belonging to the trophy hunter and his accompanying person(s)

caused by the negligence of the insured or any person in the insured's service or through any defect in the premises and caused in the course of the insured's business or caused by any animal belonging to the insured or under his custody.



We further more advise you to ensure that you arrange for your own travel and medical insurance while on safari. The mentioned cover is no replacement for your personal travel and medical cover. We only herewith provide you peace of mind that 24 hour medical emergency evacuation services is available, should it be required.

...but of course, we would need these services, would we?

YOUR FAVORITE HUNTING GADGET

We are aware that all of us has one - one favorite "thing" that we can not be without... Boys and their toys...yes, we know! Share with us your favorite hunting gadget that you can not be without. We want to know more about you and your gadgets. Share it with us, we want to hear from you.

FOOD FOR THOUGHT



Fun and games: WORD SEARCH

Kowas Hunting Safaris

R	S	D	H	U	N	T	I	N	G
W	I	O	R	Y	X	S	C	T	U
I	R	I	F	L	E	E	G	M	D
N	A	V	A	R	B	E	Z	N	U
D	F	N	A	M	I	B	I	A	K
H	A	R	T	E	B	E	E	S	T
O	S	E	F	I	L	D	L	I	W
E	K	O	W	A	S	L	G	R	C
K	C	U	B	G	N	I	R	P	S
A	C	I	R	F	A	W	N	X	X

AFRICA
KOWAS
ORYX
SAFARIS
WILDLIFE

HARTEBEEST
KUDU
RIFLE
SPRINGBUCK
WINDHOEK

HUNTING
NAMIBIA
SAFARI
WILDEBEEST
ZEBRA



DEER MEAT

A man kills a deer and takes it home to cook for dinner. Both he and his wife decide that they won't tell the kids what kind of meat it is, but will give them a clue and let them guess. The kids were eager to know what the meat was on their plates, so they begged their dad for the clue. Well, he said, 'It's what mummy calls me sometimes'. The little girl screams to her brother 'Don't eat it, it's an asshole..

WE SHARE - DO YOU?

We urge you to take a few minutes and share this newsletter with your family, friend, hunting buddies - even your enemies or how about your mother in law...

DID YOU KNOW

Kowas Hunting Safaris accepts credit cards as a payment medium. Only VISA and MASTER cards are accepted.

TESTIMONIALS

Kowas wants to share the testimonials of our clients with you. If you are interested to contact our clients, send us a mail (kowasadv@iafrica.com.na) and we make that happen.

WE WAIT TO HEAR FROM YOU:

