



Letter of recommendation for Dave and Amelia Jensen

I have worked with Dave and Amelia Jensen for about 10 years. I first met them when they managed Fortress Lake Lodge and was impressed with their interpersonal skills and their knowledge of fly fishing. Later, I had the pleasure of co-hosting an episode of The New Fly Fisher TV show that featured Dave and Amelia and spent four days getting to know them better. We have since become great friends and business associates.

Dave and Amelia are perhaps Orvis' most valuable product testers. They use gear hard, are critical and thoughtful, and great communicators, even if they are on the other side of the world. We rely on them to get the details of our technical products just right.

I have watched their video production skills go from basic to outstanding in the past few years. There are no other video content providers who can explain the intricacies of fly fishing skills as well. Their perception of how to share this information is supported by their world-class videos of feeding trout.

I have relied on the Jensens to provide content for an advanced series of fly-fishing films, published each Monday on the Orvis blog and social channels. These videos have proven to be some of our most successful teaching videos because the content is so well done. But even more important is that I can rely on them. Dave and Amelia always follow through on what they have promised, on time and in a polished form.

Dave and Amelia are a couple of the most valuable partners Orvis has. They are content providers, official Orvis ambassadors, and field testers. And their large social media presence as made our association with them even more valuable. If all our ambassadors had their skills and work ethic my job would be a lot easier!

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