



PELCO OUTFITS

CABELA'S OUTDOOR SUPERSTORE



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AS MUCH WILDLIFE MUSEUMS AND EDUCATION CENTERS AS RETAIL STORES, CABELA'S PROVIDES A UNIQUE SHOPPING EXPERIENCE - AN EXPERIENCE THAT PELCO CAMERAS ARE HELPING TO KEEP SECURE AT THE TWO MOST RECENTLY OPENED STORES IN MINNESOTA AND UTAH.



Anywhere in size from 180,000 to 230,000 square feet and employing an average of 230 dome and fixed security cameras, Cabela's retail stores use video security to address a number of issues.

"We use video to address security concerns in a number of ways, including internal theft, external theft, investigations, and to ensure the safety of both customers and employees," said David Homolka, Director of Corporate Asset Protection for Cabela's.

Pelco cameras help provide solutions to these issues, keeping watch over shoppers, employees and inventory alike. When choosing a supplier for their new camera installations, Cabela's representatives were impressed by the quality of Pelco's products and commitment to customer satisfaction.

"Pelco's commitment to the customer is evident in their people, facilities, processes, and the fact that manufacturing is done on site, not to mention that the extent of their products is very impressive," Homolka said.

WHAT'S INSIDE

More destination than location, an average customer spends three to four hours shopping for hunting, fishing, and outdoor gear at a Cabela's retail location.

That's no surprise when you find out what a visit to Cabela's entails. Visitors are greeted by a larger-than-life wildlife bronze sculpture, unique to each of the 14 stores. However, the centerpiece of each store is Conservation Mountain, featuring hundreds of museum-quality wildlife displays in natural habitats. From predators chasing prey to peaceful

moments by a stream, these lifelike creatures help bring the outdoor feeling into each and every Cabela's store.

Huge aquariums grace the fishing department, where fish native to each store's geographic location are on display. Shoppers can visit the furniture, clothing, and automotive departments, practice in shooting galleries as well as walk alongside streams and waterfalls. In-store delis feature traditional fare, regional favorites and wild game entrées. A large selection of camping and archery equipment is available or shoppers can even pick out the perfect boat.

From Conservation Mountain to the in-store delis at Cabela's, Pelco cameras have it covered. "Our relationship with Pelco is new, but thus far, [we're] very happy," Homolka said. "The high level of customer service is very evident."

CABELA'S: THE COMPANY

■ Cabela's, the World's Foremost Outfitter of hunting, fishing and outdoor gear, was born somewhat inadvertently in 1961 when Dick Cabela ran an advertisement in national outdoor magazines selling hand tied flies. In the beginning, Dick and his wife Mary ran the business from the kitchen table of their home. Dick's brother Jim soon joined the business, which quickly

outgrew the kitchen table. Cabela's Worldwide Headquarters is now located in a more than 240,000-square-foot, state-of-the-art building in Sidney, Nebraska.

■ The company produces more than 76 different catalogs per year, which are shipped in the United States as well as 120 other countries. In 2001, the Cabela's Catalog was ranked as

the fifth most popular catalog, behind such direct-mail giants as J.C. Penney and Sears, in a Consumer Shopping Survey administered by Catalog Age magazine.

■ Even with all of the growth, Cabela's continues to embrace the original philosophy that the customer is number one – a philosophy instilled by company founders Jim and Dick Cabela.