



CLEARWATER OUTDOOR

COMPANY PROFILE

Address: 744 West Main Street, Lake Geneva, Wisconsin

Phone Number: 262-348-2420, Toll Free: 877-348-2429

Email: info@clearwateroutdoor.com

Hours of Operation: Monday-Thursday 10-6, Friday & Saturday 10-8, Sunday 11-5

Owners: Sarah & Dave Schuster, Brian Waspi

Employees: 12 Full-Time Staffers

Amenities and Services: Kayaking, Canoeing, & Stand Up Paddleboarding Rentals / Shuttle. Cross Country Ski & Snowshoe Rentals

Non Profit Groups Involved With: Friends of Big Foot Beach State Park, Friends of Geneva Lake, Nippersink Trail Project, River Alliance of Wisconsin, Friends of Wisconsin State Park, The Wild & Scenic Film Festival, Geneva Lake Environmental Agency, The Watershed Foundation, Geneva Lake Conservancy, Lakeland Animal Shelter, Holiday Home Camp, Covenant Harbor, Lake Geneva Youth Camp, Ice Age Trail Alliance, Travel Green Wisconsin

Associate Groups Involved With: Outdoor Industry Association, The Outdoor Foundation, Conservation Alliance, Leave No Trace, Freedom to Roam, One Percent for the Planet, Fair Trade Federation, Prana Natural Power Initiative, Organic Consumers Association.

Green Innovations: Educates community and schools about Geneva Lake watershed and restoration. Provides literature to educate customers about invasive plant species and works with local state park. Supports four local projects to rehabilitate degraded lands. Offers clothing that is fair traded and made with recycled materials; member of Fair Trade Union

Certified: Travel Green Wisconsin- 60 points To be certified through Travel Green Wisconsin, all participants must achieve at least 30 points on the Travel Green Wisconsin Checklist. The more points a business attains, the greener they are in their operations.



Mission Statement:

At Clear Water Outdoor, we believe that promoting an active outdoor lifestyle can change the world. It is through our relationship with nature that we appreciate our existence on a finite planet. We seek to encourage and enhance one's life outdoors at any age, and in any season.

We believe in quality products designed specifically to give the best performance, comfort, and style.

We believe in thinking globally and acting locally. We support national charities and our local community to promote active lifestyles and encourage environmental kindness.

We support fair trade, fair labor, and sustainable manufacturing.

We believe our lives and actions influence everything around us like a drop of water affects the whole.

We believe retail can be a powerful instrument of change.

What We Believe:

We believe that every dollar you spend is a vote for something. We believe in fair manufacturing practices, quality products, and caring for our planet and each other.

Clear Water Outdoor is a family run business. We believe in supporting our community through charitable giving including: product donation, in-store space usage, staff volunteer hours, and gift certificates. We sponsor many events throughout the year that get people of all ages and all abilities active and outdoors. We even have some fun ourselves...trying out new sports like kite skiing on the lake and orienteering. Local paddlers, orienteering buffs, walking enthusiasts and runners can hang out with us regularly at casual club gatherings.