

Thank you for the privilege of serving the AVA!

May I introduce Brazos Walking Sticks to you & your clubs by answering several questions?

1. Do you see a regional or urban vs. non-urban trend between your customers?

We are in natural areas with trails, like in National and State Parks, from Yosemite and Grand Canyon to Colorado Bend State Park in Texas and Lost River State Park in West Virginia. However, many neighborhood hardware stores successfully carry our wide assortment walking stick line in suburbia, and sporting good outfits along with gift shops and health food stores offer the Brazos Walking Sticks and Canes in the cities. With walking coming on strong as a non-impact way to exercise, we are strong supporters of walking sport folks like the American Volkssports Association and health folks like the American Heart Association, who walk in all venues. Our handcrafted in America, wide stick assortment from Free-Form to Hardwood to Exotic to Colorwood to cane specialities for Men and Ladies, as well as the Garden Yard Stick and the Snow Stick, meets many needs in many venues. This wide appeal is especially true with our many accessories from thermometers to whistles to compasses, along with personalization with metal seals and laser engraving. We often custom design walking sticks for special occasions, like for Heads of State.

2. Do you think more of your customers use sticks for hiking or for fitness/lifestyle walking?

Since we have dozens of styles to choose from, we see a real diversity in the way our products are used. We do sell quite a few to hikers, backpackers, and campers, but we also sell a large amount of sticks every year to fitness walkers and people just wanting to get back into shape. Our walking sticks are very versatile, being National Sponsors of the American Volkssport Association [ava.org] and the American Hiking Society [americanhiking.org/Partners/Corporate/]. We are also supporters of the American Heart Association and their startwalkingnow.org initiative: http://honor.americanheart.org/site/TR/Events/General?pg=fund&fr_id=1030&pxfid=179159&JServSessionIdr004=d7x7dnzwx3.app217b

3. Do any of your customers comment on the self-defense possibilities of using a walking stick?

We do have customers who want to use their walking sticks or canes for self defense, but we make every effort to communicate that our sticks and canes are not designed for that purpose.

4. Do you differences between men and women in buying a walking stick?

Men tend to go for taller sticks with a bit more "beef" on them; for example, a 58-inch hickory. Women usually choose woods that are lighter in weight, but still versatile, like sassafras, aspen, or even bamboo. Colors and colorwood sometimes differentiate between the genders.

5. Are there walking stick collectors who are looking for something in exotic woods, etc.?

We definitely cater to the needs of collectors. Again, we have so many styles and wood choices, that even top-of-the-line collectors can stay pretty busy accumulating our merchandise, as with our Exotic line. We had one collector, a nice lady in a neighboring state, who bought a cane a week for several months!

6. What should someone consider in making a gift of a walking stick? Is it such a personal item that it might be better to give a gift certificate so a person can choose their own style?

Walking sticks make great gifts! Some of the primary things to consider are stick height, weight, and aesthetics. While choosing a walking stick can be a very personal choice, we find that most people who receive them as gifts really do come to love the stick that was given to them. Our laser engraving (for personalization) and gift notes really come in handy when buying a stick as a gift.

REAL Brazos Walking Sticks Testimonials with permissions:

My two one of a kind sticks have arrived today. WOW! They are absolutely beautiful. I must say, I have looked all over the web searching for walking sticks. I have found a few that are fairly decent. But, there are none that can come close to Brazos Sticks. Truly, all your sticks are one of a kind! I say that because your sticks are all hand made by craftsmen whom love working with wood and can bring out the natural beauty in the wood. I look forward to adding to my collection in the near future.

Keep up the good work, George

Hi, my wife and I are the parents of a child with Cerebral Palsy, Spencer. Cerebral Palsy affects Spencer's legs and left arm making independence a challenge.

We recently found your walking sticks at a local store and bought a Twisted Aromatic Cedar for Spencer to assist with his ability to walk independently. Independence is a big thing in his life and your sticks have added to his quality of life. Since buying your stick he has gotten several compliments, especially at church. When his brothers broke his stick today he was devastated. My wife ran to the local store and found him another Twisted Aromatic Cedar and in fact she bought him 2 sticks this time. The second is a Twisted Oak-Brown. When

Spencer received his new sticks he was so excited to have his "tool" back and his independence. Thanks for making a high quality stick, we are sure there will be many more in Spencer's life time.

Darin and Peg Chartier
Libertyville, IL

Hello, I just received my Free Form Hickory Walking Stick yesterday and I must say I was more than pleased. This stick more than met my expectations, after many weeks of research I chose Brazos to purchase from and I am so glad I did. My stick is 55" as I am 5'10" and weigh 215 pounds and at 61 years of age I needed a hefty staff...in the wilderness or trails in So. Cal, Montana, Utah, Arizona or wherever.... I needed a strong wooden staff that was also hefty, the Hickory Stick from Brazos fit the bill beyond my expectations, I will be purchasing sticks for my son and grandson and it I will purchase from Brazos as their quality of product and service is exemplary. I would like to add I am very fit and workout 4 days a week so these sticks will work for the slight of build to the most fit and obese. Anyone interested in hiking, walking and general longevity in health should purchase a Brazos Walking Stick or Cane.

Thank You, Brazos Walking Sticks

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Please check us out on the web at www.brazos-walking-sticks.com

We can Laser Engrave all kinds of graphics, including the AVA logo, do Event shields and also attach special Seals. Also, consider our unique accessories like our Travel Bag...so you can take your favorite Brazos Walking Stick to your next event, like Nicole just did to Washington State from Texas. See <http://www.brazos-walking-sticks.com/accessories.html>. Click on one of the two bag photos.

For long walks, we have lightweight woods and also a VERY LIGHT unique walking stick made out of VERY STRONG Iron Bamboo...that same stuff the Asians build with! See <http://www.brazos-walking-sticks.com/free-form-iron-bamboo-walking-stick/>

Please let me know what you think!

And call anytime on how we can team up at your local events!

At your service,

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