Spring 2021

Your Guide to Group Experiences at The Resort at Paws Up[®]

MONTANAGRAMI THE MAGAZINE

TASTY TRENDS

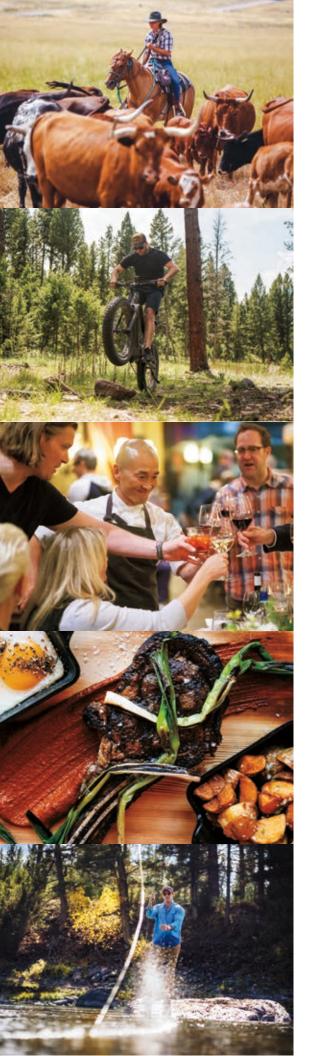
From live-fire cuisine to cool new cocktails, dig in to what's new at Paws Up

RTISTIC FEATS

d out how travel agents have been Ishing up on their Zoom skills

LIFE OF THE PARTY

Our director of events and catering indulges us with stories and conversation



On a personal note

To say 2020-for us and for our clients, families and friends—was a year of challenges should come as no surprise. But what fills us with great pride is the resilience our staff has shown in working to make this spring our best season yet.

From the explosion of fragrant meadows that meander forever to new life reemerging in our rolling foothills, you'll find the entire property a palette upon which to create an idyllic group adventure. What's perfect for you? We'll tailor your experience to the personality and interests of your group. Rubbing elbows and spatulas with James Beard Award-winning chefs? Riding point on an authentic cattle drive? Perhaps it's gaining insight into leadership through the training of wild mustangs.

These adventures, and many more, are all here for you, guided by experts with an intense love for what they do and a desire to instill in your group a spirit of discovery that will last long after you leave. As you peruse the pages before you, we hope you'll imagine the possibilities that lie ahead.

-Laura, Samantha and JJ



WHALEBONES, WHOLE HOGS, ENDLESS STORIES It's all waiting for you at Shed.

If there's one thing we're particularly proud of out at The Resort, it's how we go out of our way to ensure every activity, every engagement, is story-worthy. Our latest restaurant, Shed, is no exception. A couple whiffs away from the Wilderness Outpost, what started as a roving pop-up for live-fire cuisine became such a popular gathering place for our guests, we decided to make it a

permanent fixture.

And what a fixture it is.

Every aspect of this unique space is designed to invite guests to gather, relax and share tales of their latest Paws Up adventure—from the stunning rustic architecture and its soaring whalebone-like structures to a 250-gallon smoker and a flame that mesmerizes from a six-foot stone hearth.

Of course, the star of the show will be the exceptional cuisine, which, starting this year, will be available for breakfast, lunch and dinner.

"There's just something about smoke off the grill in an open setting that is undeniably attractive," says Paws Up's Senior Executive Chef Sunny Jin. And it seems he's right. This year, Shed has attracted the talents of none other than master griller, pit master and Alabama native, Chef Sheldon Mason. He's spent decades honing his craft and learning from legendary barbecue masters like Chef Evan LeRoy of Austin, Texas. Now, thankfully, Mason will serve as the new executive chef of Shed.

Making friends and sharing experiences over fine barbecue under the big Montana sky. If that's not a story we'll listen to again and again, we don't know what is.

GATHER YOUR HERD for the trip of a lifetime.

On a 37,000-acre luxury ranch resort, you find all sorts of room to play. From forest-covered foothills and vast grasslands to a winding 10-mile stretch of river, it's an idyllic landscape for group adventures. You can choose from a wide variety of signature activities, ranging from leisurely all the way to heart-thumping. And we're happy to create new activities just for you.

For ideas, here's a roundup of our favorite picks for team-building:

THE SKY LINE[™] AERIAL ADVENTURE PARK

Challenge their minds and bodies on the spine-tingling high-ropes course with a 40-foot free fall.

A SHOOTING EXTRAVAGANZA

Take aim together. Activities include clay shooting, a .22 rifle range, archery and hatchet throwing.

WILDERNESS GAMES

Put your team to the test with fire starting, fly-casting, lassoing, hatchet throwing and log sawing.

ARENA GAMES

Have some fun on horseback. Choose Cow Croquet, an egg-and-spoon race or barrel racing.

COCKTAILS AND MIXOLOGY CONTESTS

Ready to shake things up before dinner? Get your teams to compete on taste, time and creativity.

A HALF-DAY SCENIC RAFTING TRIP

Sit back, relax and enjoy the scenery as skilled guides maneuver everyone down the Blackfoot River.

DOWNHILL MOUNTAIN BIKING

After a guided tour of Montana's best-preserved ghost town, enjoy the rush of biking back to Paws Up.

THE CHUCK WAGON

Add some Western flair to your evening with horse-drawn wagon rides and a hearty dinner by the river.

COWBOY POETRY

Grab a seat and listen to cowboy tales of the Wild West as told in verse by our resident storyteller.

FLY-CASTING DEMOS

Learn how to cast a fly like a true angler then take a guided fishing trip to give your new skills a try.

MUSTANG DEMOS

Come face-to-face with wild mustangs and learn invaluable life lessons in patience and communication.

MECHANICAL BULL RIDING

Hang on for dear life and compete against your team to see who can conquer the cantankerous bull.

Visit pawsup.com/activities and tell us what you have in mind.





Some say Montana is best experienced ounces at a time.

Anyone lucky enough to visit The Resort can tell you there's so much to see and do, sometimes you have to sit back, pause with a favorite cocktail and reflect on your good fortune. And when your bartender is as talented as our own Alex Dang, you're lucky indeed.

"I enjoy matching seasonal flavors to the vibe of when our guests visit," says Dang, "but also introducing them to ingredients they'll find no place else."

His two newest creations are delicious proof. Polson Potion blends smoky bourbon with a hint of local cherries. It's Montana in a glass. The Green O Knockout? Smooth, fresh, botanical; the perfect tease of Montana meadow grassiness.



C 1 oz 1 oz 1 oz 1 oz Stra



1 ½ ¾ 02 ½ 02 ½ 02 3 da Stra

POLSON POTION

Combine the following ingredients in a shaker.

- 1 oz Glacier Distilling Fireweed Cherry Bourbon
- 1 oz sweet vermouth
- 1 oz Shivelight Flathead Cherry Shrub
- 1 oz fresh orange juice
- Strain over ice in rocks glass.

THE GREEN O KNOCKOUT

Combine the following ingredients in a shaker.

- 1 ½ oz Montgomery Distillery Skadi Aquavit
- ³⁄₄ oz fresh lemon juice
- 1/2 oz St. Germain Elderflower Liqueur
- $\frac{1}{2}$ oz Green Chartreuse
- 3 dashes of celery bitters
- Strain over ice in rocks glass.



Social Haus design by Mutuus Studio, renderings by Notion Worksho

A TENT ON THE RIVER OR A TREE HAUS IN THE FOREST. Which camp are you in?

From the start, glamping has been a hallmark of the Paws Up experience. After all, we invented it. Camping glamorously means your mornings and afternoons can be spent on any number of incredible adventures, and in the evening, everyone can relax around phenomenal cuisine and the glow of a crackling fire. When it's time to turn in for the night, you can fall asleep to the sound of a river lapping at the shore. But glamping is only offered from May through October.

So, now, if you'd like to plan a getaway in the middle of nature any time of year, you have no need to worry. At the new green or, no one gets left out in the cold.

Nestled in a thick pine forest on the Paws Up Ranch[®], this brand-new resort reimagines the childhood tree house with stunning architecture and luxurious details. The indoor-outdoor aesthetic is defined by floor-to-ceiling windows, ensuring you don't miss a minute of the immersive view. Sleek, contemporary styling means each unique Haus design is more Rem Koolhaas than Robinson Crusoe.

Groups will come together for meals and meetings at the Social Haus, which serves as the green o's gathering place. And, similar to Paws Up camps, where groups can have the run of the place, the green o's 12 Hauses were designed with intimate retreats in mind.

the green o opens June 1, 2021. For more info, visit thegreeno.com.

The art of CONNECTION

How do you gather a group for a fun activity in the height of a pandemic? If you're Drew Bigda, chief business development officer at Paws Up, you get creative.

"I saw how Zoom'ed out everyone was (myself included)," Bigda says.

He turned to Danielle LaGoy, Paws Up's resident artist. Together, they hatched a plan for virtual paint and pour workshops, just like the ones offered at The Resort. They sent their attendees everything, from mini wooden easels to paint and brushes. The kit even came with a beret. Because, as Bigda says, "It's impossible to not smile when you're wearing a beret."

LaGoy tailored every session for a wide variety of skill sets. "Even those who came in complaining that they can't draw a stick figure left with an impressive piece of art," LaGoy remarks.

More than just a way to reconnect during a difficult year, the experience also allowed planners to enjoy some of what their guests and groups can do on property. LaGoy says, "It's so relaxing."

For a full list of Wilderness Workshops, including painting classes, visit pawsup.com/events/wilderness-workshops.





4 0 0 6 0 P A W S U P R O A D G R E E N O U G H, M T 5 9 8 2 3

Affable and unflappable. SAY HELLO TO SHAUN SLEEPER!

If you've ever dined by the side of the Blackfoot River while listening to live music or sipped a cocktail in the Saddle Club Sky Box while watching a rodeo, it's likely Shaun Sleeper was behind it. As the director of events and catering at Paws Up, this July marks Sleeper's fourth anniversary at The Resort. And we thought it was high time you got to know him.

What does a typical day look like for you?

Most days I'm speaking with planners, travel agents and clients. We talk about everything from setup and decor to musicians and activities. And then there is the day of the event, when I'm handling everything from setup to execution. It's busy!

What makes a Paws Up event special?

I especially love using our outdoor spaces, because they add an element of natural beauty. Some of my favorite events have been in the Morris Ranch House field. We line the field with long tables and fire pits and cap the night off with fireworks. There's also the chuck wagon site. It offers breathtaking views and live-fire cooking with tomahawk ribeye steaks. Add hatchet throwing and a wagon ride and you've got a party!

When you do have free time, how do you spend it?

I love spending time with my wife, Kristin, by getting outdoors and also taking care of our son, Theodore, who joined the family on New Year's Eve 2020.

Wait, your son was born on New Year's Eve?

Yep. Like father like son, he didn't want to miss out on the festivities.



Are you imagining the possibilities?

Let us know what would make an unforgettable meeting, retreat or incentive trip for your group. We can get started planning your next spring or fall getaway today.

Laura Crugnale | Director of Group Sales | 503-899-7373 | Icrugnale@pawsup.com
JJ Barlow | National Sales Manager | 208-818-3075 | jbarlow@pawsup.com
Samantha Lange | National Sales Manager | 406-697-3065 | slange@pawsup.com

 ${\it Or, go to pawsup.com/groups/rfp to request a proposal.}$













PAWS UP, THE RESORT AT PAWS UP, the Paw Design and the green o and design are trademarks of licensors of Paws Up Ranch LLC, used under license. ©2021 The Last Best Beef LLC. All rights reserved. TRIP ADVISOR, ANDREW HARPER, SIGNATURE TRAVEL NETWORK, FORBES TRAVEL GUIDE, VIRTUOSO, LEXUS, TRAVELLER MADE and Design are trademarks of their respective owners.