



Shell, Wyoming  
info@thehideout.com  
www.thehideout.com

# Hideout News

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## Fall 2011

*Dear Hideout Cowgirls & Cowboys,*

Once more fall is in the air, which means that one of the most beautiful times of the year has arrived in Shell and The Big Horns. Last week we brought some 1,000 cows, calves and bulls from Granite Creek National Forest allotments at 8,800 feet down to the Shell valley. It was a pretty sight to see all these animals on the Shell Canyon Highway 14 for hours traveling the 12 miles. Cars, trucks and busses had to give way or wait for cattle, horses and riders to pass by. We left with the guests at 6:30 AM and towards the end of this 12-hour cattle drive it started to rain. Some diehards kept going till 8:00 PM in the pouring rain. The next morning, six guests rode out with Peter, Sarah and with the Flitner cowboys to gather the cows in the Hideout pastures, where they had stayed overnight. The brave crew drove the cattle to the feedlot in the same pouring rain from the evening before. After finishing the drive, Sarah took them for a last fast ride in to White Creek.

This week's guests will need to help gather and keep another 2,000 head to stay on our private pastures on the mountain. From past experience, we know that most of the first snowfall will melt, so we like to keep the livestock up on the mountain for as long as possible to graze the good grass.

This year, the ranch took over new grazing allotments higher up in The Big Horns where none of us had ridden before. There was a lot of new country to ride and to explore (or get lost in.) In combination with the ever-changing weather pattern, we have seen weeks with too much cattle work for the guests to handle to weeks where there was little to do in terms of cattle work. As you know, we do not make up any cattle work and what you participate in is the real deal.

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The six new mustangs we bought in Texas are taking a rest from four months of daily intensive training for the Texas competition and look much more relaxed. A couple weeks from now, Ramon and some others will start working and fine-tuning them. In addition to this, we bought two four-year-old and a three-year-old quarter horses to join the string of horses in Ramon's training program.

We are closing our 2011 Guest Season in with a Horsemanship Clinic. After that AJ leaves for warmer pastures and a 3-week adventure in India. Sheena is heading to London and work for a couple weeks in both Italy and France to fine-tune her cooking skills for her next year at The Hideout. Marijn heads abroad November 22 to come back January 4, and Paula and David are heading south as usual around November 15. Jessica is staying Shell to help Peter in the office and see what adventures can be had with her cowboy, Tyler. Peter will move to the office, much like last winter and Ramon will start training horses. Marco, Jr., Guille and Maricella will stay around The Hideout for winter work.

The 2011 Season has been one of our best ever, however The Hideout does not escape the well-known "guest ranch-end-of-the-year-and-all-staff-is-tired" syndrome, with the final hard-core group of staff looking forward to a well-deserved rest, catching up on sleep prior to indulging in new adventures.

We would like to thank all our guests for their continued trust in The Hideout. Special thanks goes out to the ones who took the time to fill out our 2011 Guest Questionnaire and our great staff who rode out the season in style.

All the incoming guest questionnaires, the ongoing guest feedback and our own learning and observations throughout this season will be carefully analyzed to see what we can improve to make the 2012 season even better. As you know, "What is great today is good tomorrow, only average the day after...and lousy after that." We do not take your loyalty for granted and continuously are looking to improve The Hideout Experience.

In the same fashion as last year, the bookings for the 2012 Season are coming in rapidly! Be sure to book in time to secure your spot, as we will continue to limit our weeks to 25 riders to keep the Hideout experience personal.

For the 2012 season, our goal is to hire even more wranglers to assure customized attention and flexibility.

Stay well, do well and the rest will take care of itself!  
Come back soon, bringing a ton of friends!

~ THE HIDEOUT CREW & MANAGEMENT

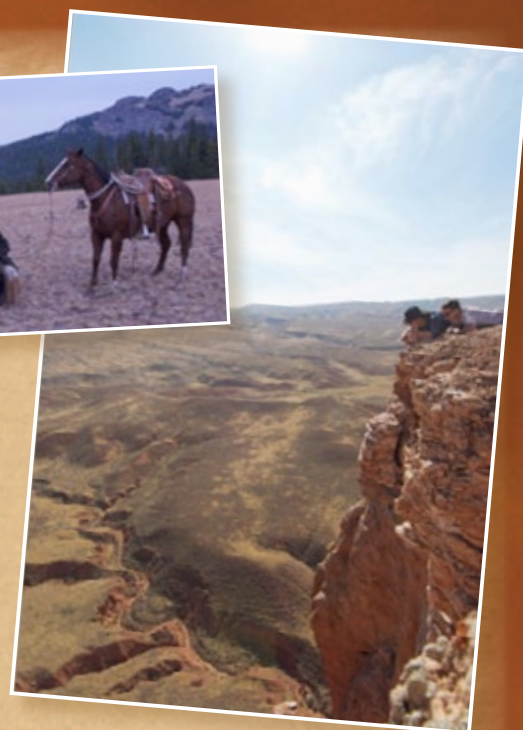




## Fall Overview

It has been a bustling season here in Shell, Wyo., and it feels like the summer has just flown by.

As the season comes to a close, there is snow on the mountain but the days are still sunny and bright. The Hideout's season will finish up with our Fall Horsemanship week, where Ramon will teach to a full house of eager and willing-to-learn minds (we will report more on the Horsemanship clinic in the next newsletter.) We hope you enjoy reading about the happenings in the past months, but we'd like to start off with a delightful fall treat from the Hideout kitchen.



## From Our Kitchen to Yours – By Chef Sheena

Before raccoon and deer ravaged the apple orchard at the Hideout, I managed to collect a few bags of my own; finding the good ones on the ground, knocking them out of the highest limbs and climbing precarious branches to reach others.

Needless to say, apples have accompanied many dishes in the Hideout kitchen; from pork with apple compote, to apple cilantro salsa, and my favorite, apple crostata. My dad swears it's better than an apple pie and much easier to put together.

### Apple Crostata

1 cup all-purpose flour  
2 tablespoons granulated  
or superfine sugar  
1/4 teaspoon kosher salt  
1/4 pound (1 stick) very cold  
unsalted butter, diced  
2 tablespoons ice water

#### *For the filling:*

1 1/2 pounds McIntosh, Macoun,  
or Empire apples (3 large)  
1/4 teaspoon grated orange zest  
1/4 cup flour  
1/4 cup granulated or  
superfine sugar  
1/4 teaspoon kosher salt  
1/4 teaspoon ground cinnamon  
1/8 teaspoon ground allspice  
4 tablespoons (1/2 stick) cold  
unsalted butter, diced

For the pastry, place the flour, sugar, and salt in the bowl of a food processor fitted with a steel blade. Pulse a few times to combine. Add the butter and pulse 12 to 15 times, or until the butter is the size of peas. With the motor running, add the ice water all at once through the feed tube. Keep hitting the pulse button to combine, but stop the machine just before the dough becomes a solid mass. Turn the dough onto a well-floured board and form into a disk. Wrap with plastic and refrigerate for at least 1 hour.

Preheat the oven to 450 degrees F.

Flour a rolling pin and roll the pastry into an 11-inch circle on a lightly floured surface. Transfer it to a baking sheet.

For the filling, peel, core, and cut the apples into 8ths. Cut each wedge into 3 chunks. Toss the chunks with the orange zest. Cover the tart dough with the apple chunks leaving a 1 1/2-inch border.

Combine the flour, sugar, salt, cinnamon, and allspice in the bowl of a food processor fitted with a steel blade. Add the butter and pulse until the mixture is crumbly. Pour into a bowl and rub it with your fingers until it starts holding together. Sprinkle evenly on the apples. Gently fold the border over the apples to enclose the dough, pleating it to make a circle.

Bake the crostata for 20 to 25 minutes, until the crust is golden and the apples are tender. Allow to cool. Serve warm or at room temperature.



# Hideout in the News

The Hideout keeps popping up all over the place! Here are some of the places we have been seen, heard, or read about:

## TF1 French Television

Julie Asher and Clement Biet visited The Hideout in July to do a piece on The Hideout for French Television. They were only here for a couple days, but we enjoyed hosting them and here is a link to the piece that aired as a result of their trip. (The airing is in French)

<http://videos.tf1.fr/jt-13h/dans-le-wyoming-l-atmosphere-de-farwest-est-intacte-6609967.html>

## French Equipida journalist Matthieu Petetin

It has been a big year for French journalists as TF1 was followed by Matthieu, a cameraman for Equipida. Matthieu's story is part of a bigger piece on life in the West. He spent his time interviewing our cowboys and taking in everyday ranch life before heading to Cody and Cheyenne. We are looking forward to seeing the final production and will keep you posted when it appears!

## NBC Business Segment "Cool Runnings"

This program searches for small to medium sized companies, who think outside of the box, apply different management styles / cultures for the industries they operate in and are successful against the ongoing economic trends.

After intensive analysis and research they chose to do a segment on The Hideout because of our 3C's philosophy of Character, Conduct and Competence, which is the base for hiring our staff and the core of our culture at The Hideout. The Hideout was also chosen due to the fact that, despite the economic downturn, we seem to be doing better year after year.

Peter brought The 3 C's Leadership Principles in from the previous company he worked at. The program zoned in on how we put this to work to make The Hideout successful and turn the business around with a concept that comes in from a global, corporate and multinational environment. They interviewed, and were impressed by, The Hideout staff, because they know that the key to a successful organization is having access to and retaining great staff. This being said, there is the realization that finding staff is even more challenging when operating a small, seasonal business in a remote location like Shell.

We feel honored to have been selected for the above program and will keep you posted. It can only urge and motivate us to do better every year and not take our guests for granted.

## Blog Updates

Much of the credit for our Blogs goes to Hideout worker-bee Jessy McLavey. Jessy has done a tremendous job this season of keeping the Hideout blog up-to-date and covering topics from "Authentic Horses: The Origin" to "Awesome Places to Visit in Shell". Take a moment to visit [www.thehideout.com/blog](http://www.thehideout.com/blog) and take a read! Always check back as you never know what new topics might appear!





# *An Update on The Hideout Herd*



## *The Mustang Fleet Expands*

Our fleet of Hideout Mustangs has doubled since last June. We are now the proud owners of 13 mustangs, ranging in size from 15 to 16 hands! After the Supreme Extreme Makeover in Ft. Worth, Peter returned to The Hideout with four mustangs (three geldings and one mare) and then purchased an additional two mustangs from a gentleman that was a fellow Extreme Mustang Makeover competitor. Of the newly acquired mustangs, the majority will still need to undergo training this winter by Ramon (remember they

only have 90 days of riding on them), however “Buddy” will go right into the guest string. Buddy is a 16-hand mustang that is so gentle that his previous owners used him for their little daughter to ride.

Guests are in for a treat next season with even more mustangs to choose from! In addition to the Mustangs, we have acquired four 3-year-old Quarter Horses for Ramon to work with during the winter.



## *Retired AH Horse finds a New Home*

Our Hideout horses earn their keep, and after a certain age, we know that they should be retired from the guest string. Dodger has been with The Hideout for the past four years and, at the age of ten, we found him a new life down in Texas. Dodger (now known as Sundance) was purchased by the Yinglings, who fell head over heels in love with him (who can blame them!?) and he is living a life of ease with a new friend, Montana. We did not really want to sell a fantastic horse like Dodger, but those Texans are pretty stubborn in getting what they want! Dodger has found his match in Lynelle, right from day-one orientation and they are matched exceptionally well.

When we dropped him off on our way to the Mustang Competition in Ft Worth, a welcome committee was waiting outside and everybody in the neighborhood knew that Dodger was coming. All of you who know Dodger / Sundance can imagine how he was “so not impressed” by it all and just headed immediately for the stall of Montana, his new mate, to eat his dinner and make sure everybody knew that it was going to be his way.... even in Texas!

## *From Wrangler to Guest*

Every season we have guests notice horses that wranglers are riding and ask “When can I ride that horse?” This year the following horses were added to the guest string and were enjoyed by Hideout guests: Coco, Mustang Billy, Mustang Willy, Mustang Blackie, Mustang Castro, Trigger and Belle Star (just to name a few.) Who knows who you might see next year! Most of these horses are more fine-tuned, lighter at hand and have much more ‘go and control” than some of the other horses. This is the result of the new AH Horsemanship Culture, which manages The Hideout’s Equestrian Program.

This out-of-the-box concept was developed by Peter, fueled by The 3 C’s Principles, and is headed by Ramon, with the help of Marijn. It will soon have its own dedicated website.



# *The 2011 Supreme Extreme Mustang Makeover Mustang*

We knew the Texas Event would be a challenge and this for several reasons. Last year's competition was held in June, which allowed Ramon to train his horse, Castro, during the winter. This year's event was held in September with the horse coming in towards the end of April, so training time was limited. For this event, we had to buy and bid on a wild horse, only having a 30-second video clip as reference. Kicker, the horse Ramon trained with, was a more spirited, wild and especially aggressive horse than Castro (last year's Makeover mustang.) On top of that, The Supreme Extreme Mustang Makeover is more challenging with the need of more in-depth knowledge of competitive reining, rules, etc. We found out that most trainers that qualify for the finals purchased several horses and choose to compete with the horse that is most docile to train and work with.

## *Results & Excuses...*

We did not do as well as expected and we did not make it to the finals, although our Ramon surely has the professional and horsemanship capabilities to make it to the top. For us, this was a huge learning experience in several areas. We will also need to select competitions that are held late Winter or early Spring to make sure we have enough time to train and prepare.

Despite the results, we came home with four more nice Mustangs, all who made it to the finals (and Kicker, of course!) Mustang Heritage Foundation and the BLM have started to identify The Hideout and our Mustang Program as a professional concept to use Mustangs as great riding partners for our guests at The Hideout. Several guests have already showed interest in some of our Mustangs and we have sold our first ones to very nice and respectful homes.







## *The Humble Fly*

The Hideout has a lot to offer to parties of all interests. This year we paired with The Humble Fly in Cody for guests looking to learn about the art of fly-fishing or the seasoned “trout-bum” who wants an inside view on the local streams, lakes, and all that is fly-fishing (we even had the Humble Fly guys proof our little piece on them to make sure we got the lingo correct!) The flooding of Trapper Creek had us worried that we would not have any fish left in our catch-and-release ponds, but we are happy to report that this just isn't so. Guests this season have enjoyed casting in our Hideout ponds, Shell Creek, Trapper Creek and even a great excursion to Cody's North Fork. They all came back with “tails” of fish that broke their lines, backs, and the bank...we just smiled and nodded, after all... anglers aren't all that reliable in getting the details correct!

If you happen to have some time to spare before, during, or after your stay with us and you want to get some fishing in, we highly recommend The Humble Fly. Mike and team know what they are doing and will fix you up. Visit their website [www.thehumblefly.com](http://www.thehumblefly.com) to learn more or to schedule a guide!

## *AH Saddle Craze*

We know that our wranglers really enjoy their AH saddles, however we weren't sure how the guests would feel. Based on the amount of requests we have gotten for them, it is safe to say that the guests can feel the difference (figuratively and literally!) Next season make sure you get your request in early as there are only eight of these super-comfy saddles. For guests that are hard-core cattle workers, your body will thank you for making the investment! We would like to thank the Hideout wranglers who have been so kind in breaking in these saddles for our guests, we appreciate you going the extra mile!

## *Working for the Camera(s)*

The 2011 Van Os Photo Week was deemed a smashing success. A total of 16 photographers spent a week at The Hideout clicking away and taking thousands of pictures. The wranglers had a great time galloping through water, dust, and never failing to smile when they heard the famous phrase “one more time?!” Enjoy the below picture collage with a sampling of what happened during the week!

Read about the week from the viewpoint of Leader Darrel Gulin:

<http://www.photosafaris.com/blog/2011/the-hottest-cowboy-horse-drive-ever-by-darrell-gulin/>

If you are interested there is still space in the Van Os Winter Shoot, January 29, 2012.

Visit [www.photosafaris.com](http://www.photosafaris.com) for more information.





## *Shine That Spotlight!*

The Hideout has partnered with various photography groups and individuals over the years, and is always fortunate to get some great images that can be shared over the website, brochures, or other outlets. This season we received photos from photographers who came out with the specific goal of only taking pictures and from those that wanted to be cowboys, but also bring along their camera equipment for the adventure. We spotlight two such photographers in this newsletter.



### *Gene DeVine*

Gene and Becky DeVine were guests at the Hideout early this season. Like most guests, they came looking for a great adventure and lots of fun. However, unlike most guests, they rocked out some heavy-duty camera equipment during their cattle work and full-day rides. Gene surprised us all by emailing some very awesome photos over to the staff and granted permission to use some of the images for Hideout cards. Take a look at the DeVine Images website (look under “Events”) to see some of your

favorite Hideout gals, guys, and scenes! [www.devine-images.com](http://www.devine-images.com)

### *Suzanne Mathia*

Suzanne was a participant in the 2011 Friends of Arizona Highways winter photo group. She is a professional freelance photographer whose work has been in publications such as National Geographic, Arizona Highways Magazine, and Outdoor Photographer. Suzanne was kind enough to send some images to the wranglers from her time here at The Hideout and we loved them so much we thought they should be shared! Check out her website [www.suzannemathiaphotography.com](http://www.suzannemathiaphotography.com) and take a peek at her *American Cowboys* photo gallery!

## *What does Spring hold?*

### *April horsemanship clinic*

Back by popular demand, the spring dates are set for our April 2012 horsemanship clinic. The clinic dates are April 22- 28, 2012 and we already have spots that have been confirmed. Remember we only accommodate eight guests for the clinic, so don't wait too long to book, or space may be gone!

### *Branding Week*

Our annual “Branding week” is scheduled for April 15-21, 2012. Come out and be ready to get down n' dirty with the cowboys. Guests are encouraged to help with all aspects of the branding (with some exceptions) and this is a week where you have the opportunity to truly be treated as just one-of-the-hands. It is an experience like no other, and don't worry...we make sure you are treated to gourmet bbq lunches to keep your energy up!



# *Book Early and Save!*

This season was busier than ever with The Hideout at full capacity from mid-June to the beginning of October. We don't want you to miss out on your Hideout adventure for the 2012 season, so book early! For all reservations confirmed and deposited on before Dec. 31, 2011, you will get your 2012 trip at the 2011 rates. Contact the office today at [info@thehideout.com](mailto:info@thehideout.com) to get information or confirm your spot!

Until next time...Happy Trails!

~ THE HIDEOUT STAFF



P.O. Box 206, 3170 Road 40 1/2, Shell, WY 82441

Reservations: 800.354.8637

Office: (307) 765.2080

Fax: (307) 765.2681

[www.thehideout.com](http://www.thehideout.com)

[info@thehideout.com](mailto:info@thehideout.com)

