

**GRAND  
BOULEVARD**  
— Sandestin® —  
**TOWN CENTER**

**FOR IMMEDIATE RELEASE**

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**THE ORVIS COMPANY PROVIDES KNOWLEDGEABLE STAFF AND  
FREE SEMINARS**

*Orvis Manager, Jason Siler, has a Passion for his Job*

**Miramar Beach, Fla., (July 29, 2009)**-- The difference between a good store and great store depends not only on excellent merchandise, but also on excellent customer services. Great stores are not just filled with the latest trend in their particular genre of product, but also with a staff that holds an immense amount of knowledge pertaining to their field. The Orvis Company in Grand Boulevard at Sandestin® can be categorized as a great store thanks to Store Manager, Jason Siler.

As a self-taught fisherman, Siler's fishing experience can be traced back to Detroit, Mi, where he began fishing regularly with a few friends from high school. What had previously been an activity he only took part in when visiting his grandparents, soon became a hobby that he would cultivate several times a week. Through his passion for fishing his career with Orvis was established.

Five years ago Siler joined the Orvis team and within a couple months he was named fishing manager. It was then that he began giving fly fishing lessons.

"I started giving lessons to gain popularity in the sport, while doing something I love," he said.

Since then, he has coached hundreds of people on their fly fishing casting techniques. Siler gives free seminars in the Town Center every Sunday at 10 a.m. While there are no fish to be caught in the pond, it is a great way to learn how fly fish, practice casting technique, test rods sold at Orvis and even swap tips with other experienced fly fishermen.

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You don't have to know the first thing about fishing to participate in the seminars. Siler can show you the basics. He teaches lessons sans fish hook in order to keep things safe for the students and himself.

"I don't let them use a hook because I don't want to get hooked," he said with a laugh. "All they need is a willingness to learn."

Not everyone who comes to the seminars is a beginner, however. Siler enjoys the company of skilled fishermen when they join in on Sundays. They might discover a new casting technique and teach him one in return.

"The classes are always a give and take experience. With this sport there is always something to learn," he said.

In his own free time he fishes in the local ponds, lakes, the bay and anywhere else he can find a good spot. As is typical with fly fishermen, he practices catch and release fishing for purposes of conservation.

If you would like to take part in the fly fishing seminars, meet Siler and other participants in front of Orvis in Grand Boulevard a few minutes before 10 a.m. on Sundays. Private lessons with Siler are also offered. Those interested can sign up at the Orvis store for a 90 minute lesson for \$60.

**Grand Boulevard** is the new shop, work, play and stay Town Center located in Beaches of South Walton along Northwest Florida's Gulf Coast. Based on the prominent mixed-use architectural model, Grand Boulevard offers a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. For more information, please call (850) 654-5929 or visit [www.grandboulevard.com](http://www.grandboulevard.com).

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