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Cabela's Incorporated

Sierra Vista Native Wins 2014 Cabela's Founders' Award

Highest honor a Cabela's employee can earn

SIDNEY, Nebr. (March 16, 2015) – Sierra Vista, Ariz., native Brielle Eaton was presented the Cabela's 2014 Founders' Award, the highest award that can be achieved in the company. Eaton received the award March 5 at the company's annual awards ceremony in Sidney, where the company's headquarters are located. Cabela's Chief Executive Officer Tommy Millner presented the award to Eaton, an associate category marketing manager at the corporate headquarters.

Eaton, daughter of Dennis and Karen Eaton and granddaughter of Mary Eaton, was given the award for consistently dedicating time and effort to introducing others, particularly women, to firearms and shooting.

Brielle exhibits everything the Cabela's Founders' Award represents – a dedicated employee who demonstrates leadership and initiative in making innovative contributions to not only the company but to customers as well, Millner said.

“The Founders' Award honors the vision and accomplishments of our employees,” Millner said. “Brielle embodies all Cabela's stands for. Without anyone asking, she has taken the initiative and dedicated considerable time and effort to educate employees, particularly women, about firearms and shooting. Her passion for the sport shines through when providing knowledge and hands-on experience to female employees who have not been exposed to firearms and shooting.”

Cabela's secretly flew Brielle's parents, grandmother and two brothers, Branden and Brisden Eaton, to Sidney for the awards ceremony as a surprise. Brielle, age 25, is the youngest Cabela's employee to be given this award.

Cabela's Incorporated, the World's Foremost Outfitter® of hunting, fishing and outdoor gear, offers thousands of products, including hunting, fishing, camping, hiking, boating and wildlife-watching gear, as well as clothing and outdoor-themed gifts and furnishings. The company is famous for its strong brand and world-renowned reputation for delivering quality merchandise, value and legendary customer service.

Pictured are (front row, from left) Cabela's co-founder Jim Cabela, co-founder Mary Cabela, Brielle Eaton, Chief Executive Officer Tommy Millner; (second row) Cabela's CLUB President and CEO Sean Baker, Chief Merchandising Officer Brian Linneman, Chief Operations Officer Michael Copeland; (third row) Chief Supply Chain Officer Douglas Means, Chief Marketing Officer Scott Williams and Chief Administrative Officer Charles Baldwin.

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