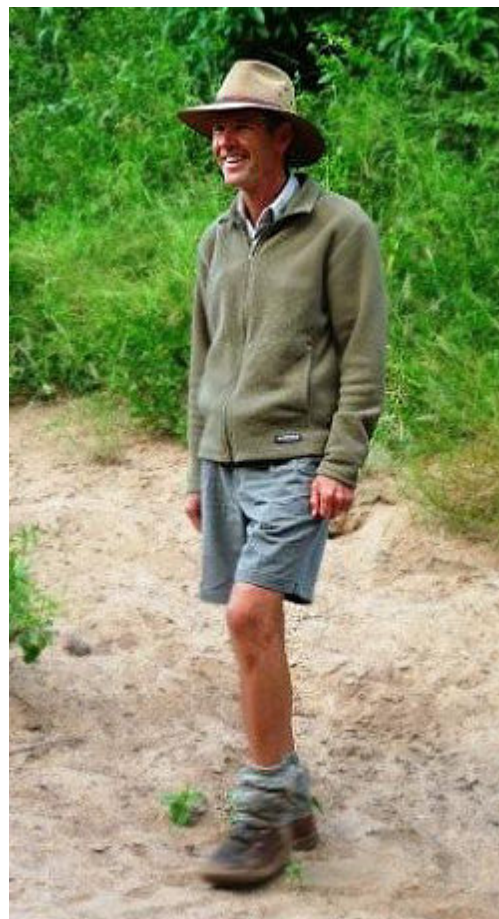


ADRIAAN LOUW

As a seven year old, the South African born Adriaan looked at lion tracks for the first time in 1973. This was during a family holiday in the Kruger National Park. Growing up as an avid hunter and outdoorsman, he learned to become a keen observer of wildlife.

He started his career in nature conservation in 1989 in the Kruger National Park, initially with the research department, and later as wilderness trails ranger, providing both armed escort and natural history interpretation to tourists on foot. Later he trained conservation staff for one of the provincial agencies.

Late in 2000, now self-employed, he was exposed to the *CyberTracker* evaluation for the first time. During this time he became one of the leading trainers of guides for the eco-tourism industry in South Africa, focussing on advanced rifle training and the handling of dangerous animals.



The emphasis of this training is not hunting, but to enable guides to safely guide their clients through areas where Africa's dangerous game occur, thus saving the lives of guests and animals alike but still create opportunity for people to view these animals safely on foot.

In 2003, after nine gruelling evaluations, he qualified as *CyberTracker* Senior Tracker and Evaluator, earning him the prestige's title of Scout from the *Field Guides Association of Southern Africa*. Since then most of his time had been spend conducting tracker evaluations and tracker training in South Africa, Botswana, Spain and the United States.

Using tracking as metaphor, he also co-facilitates with Callie Roos leadership development and change in corporate groups with a process called *OnTrack Advance*. In 2007 he was appointed as an External Evaluator for *CyberTracker Conservation*. Adriaan is a professional member of the *Game Rangers' Association of Africa*, a member of the *International Society of Professional Trackers*, and a member of the *Field Guides Association of Southern Africa*, where he served for five consecutive terms on the executive committee, three of it as national chairman. Co-authored with Louis Liebenberg and Mark Elbroch the book: "*Practical Tracking: A Guide to Following Footprints and Finding Animals*" by Stackpole Books.