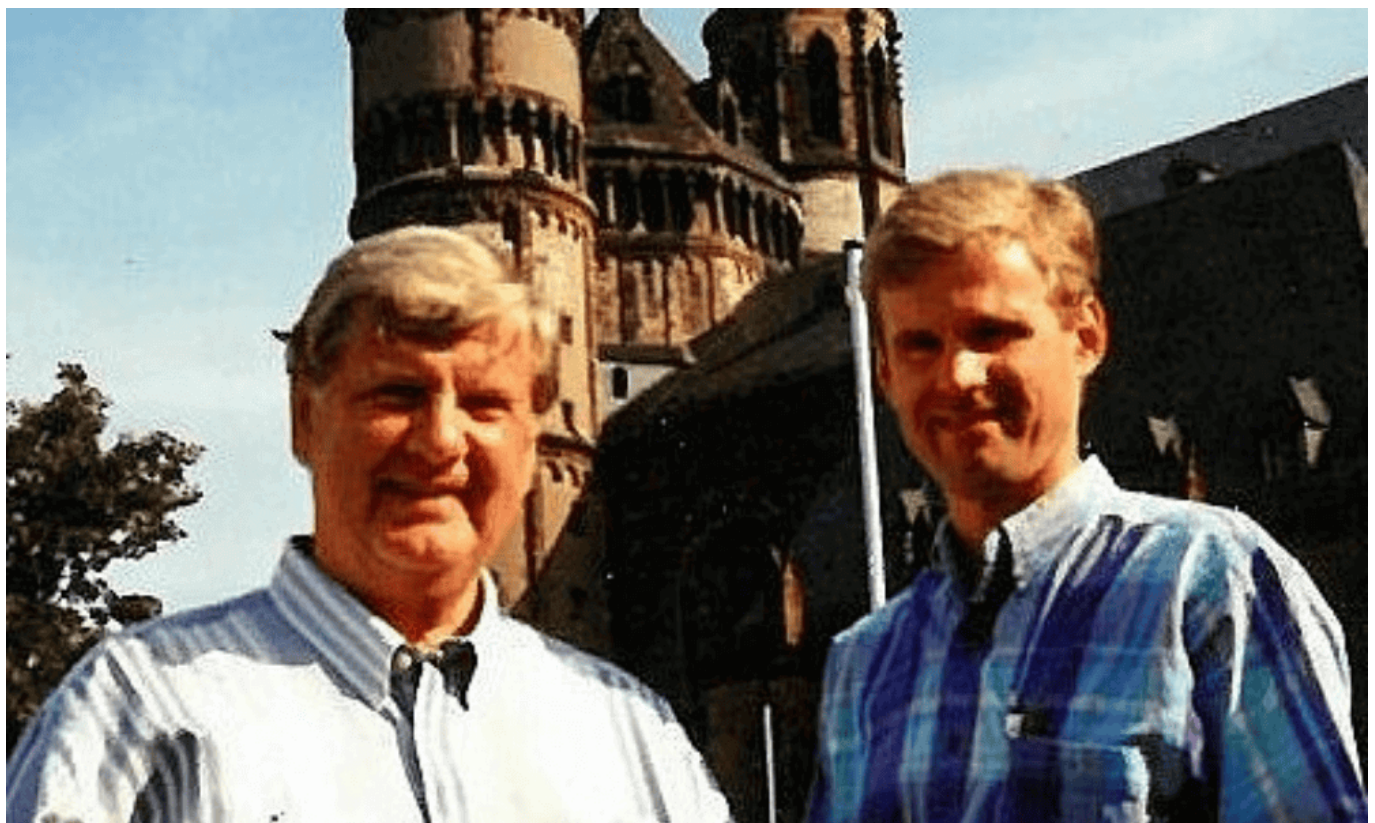


*What started in 1989 as one man's post-retirement passion has grown into a globe-spanning legacy of exploration. From George Friesen's early tours through Europe to walking adventures on all seven continents, Walking Adventures International (WAI) has spent over three decades creating unforgettable travel experiences. Now, as founder Dan Friesen steps back, WAI enters an exciting new era—guided by longtime adventurer Scott Isom and the innovative team at Borealis, led by Hugo Palma. Join us as we celebrate the past and look forward to the next chapter of the journey!*

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### **The Adventure Begins**

In 1989, WAI was founded by my dad, George Friesen, after he retired from a career in teaching. Dad's initial tours focused mainly on central Europe. I joined him in 1992, and we began the expansion of our geographical footprint into North America and further into Europe.



Dad and me in Worms, Germany ~ 1992

### **7 Continents!**

When dad retired a 2nd time in 1996, I assumed the mantle of leadership and continued to explore new corners of the globe, crafting new walking adventures in Europe and North America, then opening up Australia & New Zealand (1996), Central & South America (2002), Asia (2002), Africa (2006), and finally Antarctica, the 7th continent (2009).



Antarctica ~ 2010

### **Scott Isom ~ Guide Extraordinaire**

Along the way, a multitude of WAI team members made major impacts on the WAI experience and culture. In 2007, **Russ and Scott Isom**, a father & son team, joined WAI as guides. Both were otherwise employed and started their WAI journey expecting to guide perhaps a couple tours each year.

The 2-per-year concept worked well for Russ, and he led a host of Adventures over the following decade, sometimes with his charming wife, Judy. Scott, however, soon discovered that two a year was simply insufficient to satisfy his surging wanderlust. It wasn't long before we were able to bring Scott onto the team on a full-time basis and I began to witness his transformation into the consummate travel planner and guide he has since become.





Russ and Scott at Brazil's incomparable Iguazu Falls ~ 2012

Scott has a voracious appetite for soaking in culture, history, and natural wonders in new parts of the planet, and converting those experiences into walks and itineraries to share with others. He built on his early years, expanding his horizons and becoming our busiest WAI guide and the only one (besides me), to lead tours on all 7 continents!

## **WAI 2.0**

So, *it is only natural* that now, as the time has arrived for me to hang up my guide hat, Scott is the one to lead the next chapter of the Walking Adventures International story.

In a recent email newsletter, I introduced Borealis and their founder, **Hugo Palma**. The project of passing the torch to Hugo and Borealis has continued apace, and we are making excellent progress. The WAI contingent of this new venture will be led by **Scott Isom**.





Scott and Hugo on our inaugural travel planning project ~  
Geres National Park, Northern Portugal in 2013

In 37 years of travel, I've never encountered travel partners with a greater gift for creative travel planning and a stronger compulsion to share their discoveries with the travel public. I hold both men in highest regard for their travel IQ, their integrity, and their compassionate desire to share the travel experience with others! They will truly be a dynamic duo!



Scott and Hugo exhibiting the spontaneous joy  
of travel planning in Geres National Park

And so it is with great pleasure that I announce the imminent transfer of leadership of WAI to a combined team of **Borealis**, led by **Hugo Palma**, and **Scott Isom**, supported in ownership by other WAI team members, including, but not limited to, Scott and Ruth Burk.

I am also *thrilled* to announce that ***all*** current WAI guides have expressed a desire to continue in their roles of leading WAI Adventures! (**see guide teams [here](#)**)

Stay tuned for next steps, and, as always, thanks for being part of the Adventure, and for your patience as we have worked through this transformation!

**Dan & Linda Friesen and the WAI Team**

***Contact us with any questions at [fun@walkingadventures.com](mailto:fun@walkingadventures.com).***