



The Firearm Industry's Trusted
Compliance & Operations Experts

Orchid Advisors Retail, Pawn and Distribution Practice Accelerated with Hire of Firearms Industry Executive

Hartford, CT (July 11, 2016) – Travis Glover has joined Orchid Advisors as Executive Director and leader of the firm's Retail, Pawn and Distribution consulting practice. Glover has over 20 years of experience as a corporate officer with responsibility for Sales, Compliance, Safety and Risk Management. Glover was previously employed by leading organizations such as Lipsey's, AcuSport, Cabela's and Empire Sports Marketing.

"We are witnessing a modernization of the firearms and outdoor products supply chain. Data standards are maturing, as is process definition, technology and the nature of compliance and risk management models," says Jon Rydberg, CEO of Orchid Advisors. "We are honored to have Travis Glover join our executive team, working with the industry as a thought leader in each of those respective areas. Our clients and business partners have expressed great excitement over their future access to Glover's cross functional experience which is a true testament to his long-standing reputation."

Having worked for Lipsey's, AcuSport, Cabela's and others, Glover has had direct contact with thousands of federal firearms licensees. His unique background will offer industry CEOs a diverse perspective that includes both business and regulatory matters. Over the years Glover has been called upon by the National Shooting Sports Foundation (NSSF) to deliver prominent educational sessions at SHOT Show. Additionally, Glover has been a participant in the ATF's retail advisory council, providing input on the future of the industry-regulatory landscape.

Glover states, "Regardless of size, large and small FFLs operate in a maturing and highly regulated industry. Transaction volumes are increasing as is the complexity of Federal, State and Local laws. Therein lies the value of Orchid and our retail, pawn and distribution practice. Federal Firearms Licensees will have increased access to Orchid's technology, operations and regulatory compliance expertise to increase their sales, profits and ATF compliance. I am very excited to join the industry's leading experts and furthering Orchid's value to FFLs."

In his new capacity, Glover will assume responsibility for existing and future retail, pawn and distribution clients. Additionally, Glover will play a key role in the Orchid / NASGW and NSSF relationships seeking to add more value to their members. He will also oversee Orchid's national regulatory database, the Orchid / Epicor FFL Compliance Manager and electronic A&D book, as well as Orchid's consumer Point of Sales data modeling.

"Travis will be a true asset to the industry," says Rydberg, "and we are looking forward to complementing his practice with several new executive hires in the coming months."

About Orchid Advisors

Orchid Advisors helps firearms manufacturers, distributors and retailers achieve compliance and operational excellence through education, technology, software and consulting solutions that reduce risk, cut costs, and provide expert guidance to make our clients' businesses more successful and efficient. Orchid Advisors is The Trusted Firearms Industry Compliance & Operations Experts. The firm is endorsed by their partners at NSSF, the National Shooting Sports Association and NASGW, the National Association of Sporting Goods Wholesalers. For more information, please visit <http://www.orchidadvisors.com>.

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