

# Sales Soar at Ultimate Disc Store



Company President and CEO Chris Whirrett in his company's retail display area.

As a student attending Concordia University in Seward, Nebraska, Chris Whirrett carried a double major in Accounting and Business Administration, participated in the non-contact sport of Ultimate Frisbee®, and started a successful online retail company from his college apartment. Five years later, Whirrett's UltimateDiscStore.com is the largest provider of Ultimate Frisbee discs in the U.S. and ships to more than 190 countries worldwide.

"We're on track to sell about 200,000 discs this year," said Whirrett from his office and warehouse at 4507 South 119th Circle, in Omaha. "We've doubled sales every year since I started out in 2008. Last year the company had four employees; now we

have eight and we're looking to double or triple our warehouse space next year to house our expanding inventory."

That inventory includes hundreds of different brands and styles of high-tech plastic discs from manufacturers across the U.S. The selection includes discs engineered with advanced aerodynamics, discs

autographed by professional players, discs that light up for night play and specialty golf discs that can angle around obstacles on the course.

Whirrett attributed the growth of his online disc sales in part to the increasing popularity of Ultimate Frisbee and Disc Golf across the U.S. "They are some of the fastest growing sports in the country," he observed. "Ultimate Disc is growing at a 30 percent rate each year and even has two professional leagues—The American Ultimate Disc League

(AUDL) and the Major League Ultimate (MLU)."

Invented in the late 1960s, Ultimate Frisbee is played with a regulation disc on a football field by seven-player teams. "The idea is to progress the disc down the field by passing it to your teammate, only you can't run with it," Whirrett explained. "You score by catching the disc in the end zone like football. It's just an awesome game."

In 2012, Whirrett expanded his sales under a second company, Extra Mile, which is dedicated to customized apparel and promotional items serving the Omaha area. "Both of our companies are under the legal name Extra Mile Sports LLC" he explained. "The name is derived from our philosophy to always go the extra mile for our customers by offering the lowest prices and best service."

Whirrett also credited First National for recognizing the potential of his company two years ago when he was still operating out of his home. "When you're doubling in size every

year, it's very difficult to manage cash flow, so First National has enabled us to expand and ensure we're able to meet our inventory and staffing

needs," Whirrett said. "We have a line of credit with the bank, which we can access if we get an especially large order with a tight deadline."

Citing his earlier experience with another lender, Whirrett noted, "It used to be a hassle going to the bank, but with First National I enjoy it because they place the same emphasis on good service to their customers that we do."

Extra Mile's websites are ExtraMileSports.com for apparel and ExtraMilePromotions.com for promotional items.



Thomas English operates the screen printing jerseys for a summer Ultimate league of 1,000 players.



Proudly Supporting  
Omaha Businesses.

First National Bank  
One with You.®

First National Bank is passionate about helping local businesses like Extra Mile Sports LLC. Because when businesses thrive, so does our community.