



KIDS GONE HUNTING NEWS

THREE ORGANIZATIONS BECOME PREMIERE MEMBERS OF KGHF

REALTREE

In 1986, very early in the camouflage revolution, Bill Jordan decided to try his hand at designing a camo pattern.

Bill had entered the hunting industry in 1983, when he started Spartan Archery Products in a back room of his father's boat dealership in Columbus, Georgia. Spartan manufactured t-shirts at a local mill, which were sold to a variety of large retail customers across the country. But the commodity garment trade was a tough, low-profit-margin business that depended on high volume—not easy for an established company and nearly impossible for a startup.

Continued on page 2

MACK'S PRAIRIE WINGS

MACK'S PRAIRIE WINGS has a long history in the waterfowl world. In the 1930's, when duck hunters started coming to Stuttgart in masses, McCollum's Hardware Store began stocking items to outfit them.

Business was so good that owner M.T. "Mack" McCollum decided to take the sporting goods out of the hardware store and open a separate store in 1944.

In 1961 M.T. McCollum's son, M.T. Jr., better known as "Marion", joined his dad full time in the business. By 1970 it was time to expand again. The business was moved to

Continued page 2

DUCK GUIDES INC.

Duck Guides Inc. was established in 1994. It is family owned and operated by Thayn Morton, an Arkansas County native who has more than 28 years of hunting and guiding experience, his wife Sally, and his twin sons Cody and Corby. Duck Guides Inc.'s guides are life long residents of the area, are very experienced and possess a unique knowledge of the hunting areas. Every effort will be made to provide you with a quality safe hunt. Our goal is to offer you a Professional Hunt and Personal Service with a Down Home Atmosphere. Remember, introduce someone new to the outdoors and when possible please take a kid.

Continued page 3

Inside this issue:

REALTREE SIGNS AS PREMIERE MEMBER	1
MACK'S PW BECOMES PREMIERE MEMBER	1
DUCK GUIDES INC. NAMED PREMIERE MEMEBER	1
FILMING AT FOWL PLAY LODGE	3
SIGN UP FOR KGH INSIGHTS ONLINE	4
KGH—FRIENDS EDITION DVD COMING SOON	4
Contact Information, Premiere Sponsor List	4



MACK'S PRAIRIE WINGS

www.mackspw.com

Highway 79 in a 3,200 square foot building decorated with various animal and fish mounts and filled with every item for the duck hunter becoming a tourist attraction during the hunting season. M.T. "Mack" McCollum departed this life in 1979.



To keep up with the tremendous growth, in the fall of 2000, the retail store Mack's Prairie Wings, celebrated the Grand Opening of its new location on

America's Premier Waterfowl Outfitter
Stuttgart, Arkansas

1-877-MACKSPW (1-877-622-5779)

Mack's became even more of a draw after 1993 when Marion and Chuck added a mail order catalog business called Mack's Prairie Wings. The store was enlarged to over 18,000 square feet primarily containing inventory waiting to go on the shelf or through the mail.

The Mack's Prairie Wing's catalog has been such a success that 2.4 million were mailed out in 2002.

U.S. Highway 63 in Stuttgart, AR, with over 55,000 square feet. Today Mack's Prairie Wings stands at over 104,000 square feet, of which 32,000 is retail showroom space. The new store is world known as The Waterfowl Mecca in the heart of the "Rice and Duck Capital of the World."

Mack's Prairie Wings takes pride

in being the biggest and most extensive waterfowl hunting website on the web. The one thing we want you to know about Mack's Prairie Wings is that we hunt ducks!

Mack's specializes in waterfowl gear but we also carry a

huge line of various Hunting Decoys, products for Hunting Dogs, a large selection of Hunting Optics, Casual and Hunting Footwear, Casual and Hunting Clothing, Hunting Home and Kitchen Decor, Gifts for the Hunter, products for your ATV and Truck, Shooting Gear, Deer Hunting Gear and much more.

BILL JORDAN'S REALTREE

www.realtree.com

Bill was pinching pennies and fishing bass tournaments on the side to create income. Meanwhile, he was constantly searching for ways to separate his company from the crowd.

And that is how Bill came to be sitting in his parents' front yard one day in 1986, with paper and colored pencils, sketching and coloring the bark of a giant oak tree that grew there. Bill believed that by layering the images of twigs and leaves over a vertical bark background, he could create a three-dimensional appearance that would match a variety of terrain—and make his pattern distinct.



Since that fledgling start in the late 1980s, Realtree has steadily grown to become a household name and one of the strongest brands in the hunting industry.

Bill Jordan has never stopped innovating. Today's camo designs are created using sophisticated computers, digital cameras, and photo-realistic printing. Realtree stays at the forefront of the latest developments in fabric design and printing in order to advise customers (licensees who pay a royalty fee to use the camo patterns) about the best ways to maintain quality and performance.

Today, Realtree employs more than 80 people in Columbus, Georgia, and also has operations in Europe. And from that first licensee in 1986, the Realtree business has grown to include more than 1,500 licensees.

Enjoy your stay at our Fowl Play Lodge... We have a beautiful new 7000sq ft lodge that features a large great room with a fireplace and flat screen TV. You can relax on our comfortable La-Z-Boy couches and recliners.

We have a large area with a bar, TV, and regulation size pool table. There are four private or semi-private bedrooms and three bunk style rooms.

Fowl Play Lodge will comfortably accommodate small to large groups including corporations. We have a full time friendly staff that will cater to your every need, keeping your rooms and our lodge neat and clean.

Everyone is welcome young or old, and we

promise a hunting experience you won't forget.

All of our hunters say the food at this Arkansas Duck Hunting Lodge alone is worth the trip!



KGH HOSTS FILM SEGMENTS AT FOWL PLAY LODGE

The sweltering July heat didn't dampen the spirits of the KGH Host Team when they gathered in Arkansas at Duck Guides Inc. Fowl Play Lodge. The beautiful 7000 square foot lodge was the perfect location to film segments for the upcoming KGH DVD and to field test a variety of products sent to us by sponsor members.

Wardrobe changes, five different set locations, a truck load of products and plenty of entertainment between scheduled work sessions kept the kids busy and enjoying the mission to create the next "all-kids hunting, hosted by kids and distributed free to kids," DVD project.

They did an outstanding job and we are looking forward to bringing you Kids Gone Hunting Season 2 in January of 2012!

Many thanks to all who made this trip a successful and rewarding experience for everyone involved.



PREMIERE MEMBERS

MUZZY PRODUCTS
HUNTER DAN...AMERICAN SPORTSMAN
HIGH FIVE YOUTH ARCHERY
CALDWELL SHOOTING SUPPLIES
TABLE MOUNTAIN OUTFITTERS
TROPHIES PLUS OUTFITTERS
STEPHEN R. MYERS, ATTORNEY AT LAW
FIELD LOGIC
TROPHY ROCK
HOWA PRECISION RIFLES
MOSSY OAK BRAND CAMO
HUNTER SAFETY SYSTEM
WINCHESTER AMMUNITION
FLOYD & ASSOCIATES CPAs
REALTREE
MACK'S PRAIRIE WINGS
DUCK GUIDES INC.

KIDS GONE HUNTING
FOUNDATION, INC.
5841 Country Meadow Road
Clinton, IL 61727



BRENDA POTTS (Executive Director)
brendapotts@hughes.net 217-836-1688

TERRY HORTON (President)
dux4you@sbcglobal.net 870-692-4157

JERRY WEST (Vice President, Video Production)
jdwest@centurytel.net 870-692-8802

KGH InSights

COMING IN SEPTEMBER!!! WATCH FOR AN UPCOMING SPECIAL ANNOUNCEMENT ABOUT THE NEXT KIDS GONE HUNTING DVD PROJECT! LEARN HOW YOUR KIDS MAY APPEAR IN THE 2013 KIDS GONE HUNTING—FRIENDS EDITION DVD. LOTS OF GREAT PRIZES AND AWARDS!

Coming soon.....the debut edition of *KGH InSights*. This quarterly publication is geared to kids 7—17 years of age. Sign up online to receive bi-monthly newsletters and notices about new editions of *KGH InSights* online publication for kids.

SPONSORSHIP LEVELS: PREMIERE, ASSOCIATE & SUPPORTING MEMBER

PREMIERE MEMBER Provides annual membership in the foundation, voting rights on specific issues, and premiere recognition package. (\$1000.00 minimum)

ASSOCIATE MEMBER Provides annual associate membership in the foundation and gold recognition package. (\$250.00 minimum)

SUPPORTING MEMBER Product and in-kind services may be eligible subject to acceptance.

RECOGNITION PACKAGES

PREMIERE MEMBER

Name, logo and web address in DVD credits; Name in all KGH promotional literature; Name in published annual report; Recognition at annual meeting; Banner ad and links on KGH web site; Name and link on foundation web site; Voting rights on specific committees; Member Gift Pack; 50 Kids Gone Hunting DVDs; Recognition plaque suitable for display; Recognition on Kids Gone Hunting Online Channel

ASSOCIATE MEMBER

Name in DVD credits; Name with link on web sites; 25 Kids Gone Hunting DVDs

SUPPORTING MEMBER

Custom package; Product, in-kind services

For more information on how to become a member of the foundation and support the mission of Kids Gone Hunting contact Executive Director, Brenda Potts at brendapotts@hughes.net or President, Terry Horton at dux4you@sbcglobal.net