

# SLG2 INCORPORATED



## 15 YEAR ANNIVERSARY IMPACT REPORT

2008 - 2023

*SLG2, Inc - P.O. Box 1211, Athens, AL 35612*

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# 15 YEAR ANNIVERSARY IMPACT REPORT

## A Message from the Founder

### CELEBRATING 15 YEARS IN BUSINESS

Please join me in celebrating SLG2, Inc's 15<sup>th</sup> year in business and the incredible positive impact we've made during this time. When we hit this milestone in the company's history, (yes, I would say we now have history) we surveyed our past guests. Throughout the years, we have had 36,578 signed in attendees, and our survey results provide insight into the positive impact we have made to them, our partners, and the shooting sports industry.

One of our previous attendees wrote, "The best part was bringing my daughter's friend who'd never shot a bow or gun prior and the empowerment she felt from the experience. The team was awesome!"

Creating this report has reminded me of the tremendously positive impact SLG2 has had on me as well. It has brought back memories of the people I met along the way, and gratitude for my family, staff and our partners who enabled me to take my idea and turn it into a company that makes such a difference in people's lives. I feel blessed to have so many incredible people and companies believe in our mission to empower people to participate in shooting sports with confidence.

I hope you enjoy reading about the history of SLG2, Inc; and the impact we have made on so many.

Sincerely,



Karen Butler  
President/Founder SLG2, Inc.



\*The data is compiled from a survey sent to 17,610 guests who visited Shoot Like A Girl and/or Safe LivinG from 2009 to October 2023. The data is as of December 6, 2023; with a Confidence Rate of 99% and a 5% Margin of Error.

## 15 Years of History – The Beginning

### THE IDEA

The idea for Shoot Like A Girl was dreamed up before 2008. Karen Butler, Founder of SLG2, Inc. remembers having a conversation with Todd, her husband, around 2002. She told him that she wanted to start a business that introduced women to shooting sports, since she had gained so much confidence from her first experience shooting. She believed if every woman had the opportunity to try shooting, they would love it and feel good about themselves too. Together, Karen and Todd drew out ideas on napkins, and sold pink t-shirts that said, “I Shoot Like A Girl” at archery tournaments in Colorado with their good friends Anne and Kurt Geist. At that time, it was just an idea with a t-shirt, but that would soon change.



Todd came home from one of his many deployments as a U.S. Marine. Upon his return, he went through a series of briefings and happened he met Hilary Claybourne, a business mentor at the Catalyst (then was called the Women’s Business Center of North Alabama). She gave a presentation on the opportunities

for entrepreneurship for Veterans and their families. After the presentation, Todd spoke with Clayborne and told her of Karen’s business idea. She told him that Karen should reach out to for help, free of charge. Todd had faith that Karen could make this happen, and he persisted in reminding her of his meeting with Hilary. After several weeks went by, Karen finally met with Hilary. She presented her business plan on a PowerPoint slide deck, and Hilary proceeded to ask her, “what do you have to lose?”. This simple question resonated with Karen, and she quickly realized the answer was nothing. A business plan was written and SLG2 was incorporated as a Delaware Share Corporation in 2008.

The rest, well that’s history still in the making!

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## THE LOGOS

In addition to Todd, Karen's father, a graphic designer named Charles Daugherty, was one of her biggest supporters. He designed the first two registered logos, and sent Karen an invoice.



## THE BRANDS

SLG2, Inc, founded in 2008, is an event marketing company that delivers marketing results to its partner advertisers through interactive experiences and reliable market research. SLG2, Inc has four brands:



Shoot Like A Girl, established in 2008 is an experience utilizing an iconic semi-tractor trailer virtual mobile range offers women the opportunity to shoot a pistol, rifle and bow in a safe controlled environment. Guests are introduced to a wide variety of products through displays and demonstrations. Families and their children receive firearm safety information.



SLG2 Consulting, established in 2018 is a market research and consulting capability that provides sound data driven advice to develop strategies for partners to capitalize on the current market, established 2018.



Hunt Like A Girl, established in 2020 is dedicated to empowering women through outdoor experiences. Guests are introduced to adventures that promote the great outdoors, established 2020.



Safe Living, established in 2023 is an experience based introduction to safety surrounding personal security with an emphasis on firearm safety; utilizing a 36' trailer. Guests have an opportunity to shooting a pistol and rifle, and are introduced to a wide variety of products through displays and demonstrations.



## 15 Years of History – Over the Years

From 2009 to December of 2013, the bare bones company operated in a 10' x 20' booth space, with a goal to introduce women to archery. During that time, equipment was transported in Todd's truck until the first trailer, a 6x10 enclosed unit, was purchased. The booth had Kevlar netting hanging behind a target on a wood box, a rack of bows for guests to try, a cardboard table with vinyl signs draped across it, and racks of hunting clothes for women. During that time, 5,105 women were given the opportunity to be "empowered to participate in shooting sports, with confidence!" Some of the event highlights are listed below:

2009 – The Companies first event was at the World Archery Festival in Las Vegas, Nevada. Here SLG2, Inc. met Lois and her daughter. Lois was an "Archery Mom" and would



take her daughter across the county to archery shoots, and then sit in the back and read a book. She never thought that she could shoot a bow, and had no desire to try. Her daughter kept brining her back to the booth, saying, "Just try it, Mom!" Finally, Lois tried it, and she loved it. A year later she thanked Karen for introducing her to archery and giving her an activity that she and her daughter could do together. Shoot Like A Girl also hosted its first two Hunt Like A Girl events, one taking a new archer on her first deer hunt, and the second introducing women to archery on an all-girls pheasant hunt.

2010 – Shoot Like A Girl exhibited at several big events, including: Rocky Mountain Elk Foundation's annual convention, national archery tournaments, and hunting expositions. This year, Shoot Like A Girl launched an archery tournament, "Shoot For The Girls", and raised close to \$5,000 for the National Breast Cancer Foundation (NBCF).

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2011 – Shoot Like a Girl continued its schedule of conventions, archery tournaments, and hunting expos. The “Shoot For The Girls” tournament raised another \$10,000 for NBCF. Karen was named one of



Outdoor Life’s Top 25 Leaders in Hunting, Fishing and Conservation. The guests were clearly impacted by the experience, as Paula wrote, Participating in Shoot Like A Girl “made me want to shoot and hunt even more.”

2012 – Shoot Like A Girl logged over 7,000 billboard miles, and attended more events. One guest wrote about her experience, “I LOVED the experience! I was made to feel comfortable and at ease! I really loved shooting and the feeling was great. I definitely want to invest in a bow now. I really appreciate the time that was taken with me and how friendly the conversation was!”

2013 – Shoot Like A Girl expanded its revenue stream by licensing its logo to Game Plan Gear, and selling through the inventory of a Shoot Like A Girl bow case. As the company continued to hit the business plan milestones, the company expanded its offerings and added firearms introduction to the experience.

December 2013 – Shoot Like A girl debuted a 53’ Mobile Range Trailer at National Finals Rodeo in Las Vegas, Nevada where participants could shoot a pistol, rifle and bow. The firearms demonstration was done with a FATs simulation system that



had recoil, sound and target acquisition. At the time, this system was only sold to law enforcement and military, but Karen and Todd persuaded

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Meggitt (now InVeris) to sell them the base system. At the inaugural event, 900 guests participated in the program. One guest wrote, “Such a great idea! My mom had never even held a gun before and now she wants to get one. I’m an avid pistol shooter, but now I really want to get an AR and a compound bow! Great, Great idea!” This launch was the beginning of a new era for SLG2, Inc.

**2014** – Shoot Like A Girl partnered with Cabela’s and provided experiences at Grand Openings and stores across the United States. 2,300 guests participated in the interactive shooting experience, while untold others experienced the gun bar. The gun bar is an



interactive display where guests can side-by-side compare deactivated firearms from top manufacturers. Shoot Like A Girl attended the National Shooting Sports Foundation’s Industry Day at the Range; there Karen was interviewed by [CNN](#), and gave a positive message about shooting sports.

**2015** – Shoot Like A Girl had 2,700 guests inside the mobile range in 2015. Cabela’s sold Shoot Like A Girl logo wear in their stores. The I Shoot For The Girls tournament raised another \$8,000. Karen delivered the Equal Employment Opportunity address at Fort McCoy, Wisconsin.

**2016** – Shoot Like A Girl had 2,539 guests participate in the experience. This year, the company upgraded to a full size semi-tractor trailer. SLG2 Consulting was added and Karen created and delivered in person “How to





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Sell to Women” training to Cabela’s employees, with a plan to train at every store by 2018. Shoot Like A Girl was honored to be selected as one of Glock’s Top 30 Partners, and was awarded custom engraved Glock pistol. That pistol was later gifted from Shoot Like A Girl to Rocky Mountain Elk Foundation to raise money for elk conservation. Shoot Like A Girl’s charitable endeavors continued and Karen taught firearms safety and introduced youth to shooting .22 rifles for Kicking Bear Ministries, and the company raised \$24,000 for National Breast Cancer Foundation. Another key noteworthy event was that Karen represented gun owners in President Obama’s Town Hall on guns.

**2017** – A new record was set with 3,003 guests at 25 events. A song, [Shoot Like A Girl Anthem](#), was produced; written by Tanya Davis and Michael Curtis and performed by Angela Hacker. Karen was recognized as The Women’s Business Center of North Alabama’s Entrepreneur of the Year. Sales training was provided to 724 Cabela’s employees. Charitable contributions included sponsoring a youth to attend the Turning Point USA conference, and assisting with a University of Alabama’s business class’s final project. Karen was a guest speaker to Cabela’s Women’s Employee Resource Group, presenting a motivational speech titled “Overcoming Obstacles”.

**2018** – The Shoot Like A Girl Experience added stops at Bass Pro Shops in 2018 where 3,064 guests participated in the interactive experience. SLG2 Consulting published a comprehensive study titled, “Women in Shooting Sports”.



Karen was on the Cover of Time Magazine, [Guns in America](#). If you click on her picture, you can hear her segment on Shoot Like A Girl and the importance of firearm safety.

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**2019** – The Shoot Like A Girl experience logged over 21,000 miles at 26 locations to have 2,880 guests experience shooting sports. SLG2 Consulting conducted market research for Alps Outdoorz and licensed a women’s hunting day pack. Christa Forrester joined the team in the roll of contracted sales.

**2020** – Despite this being the year the country was shut down for COVID, Shoot Like A Girl interacted with 2,701 guests. The company led the industry in quickly moving to digital platforms to share safety message and continue operations during COVID. In June, as soon as the White House issued its’ *Re-Opened America Guidance*, the team was back on the road.



**2021** – The Shoot Like A Girl experience had 2,813 guests, with an untold number of people who interacted in the outside display. Hunt Like A Girl was formed, and the team hosted 56 hunters in conjunction with Beretta and Bass Pro Shops/Cabela’s Club. At RMEF’s Elk Festival in Park City, UT, Karen presented “Welcoming Women Into Shooting Sports”.

**2022** – Shoot Like A Girl set a new all-time high of guests, with 3,546 signed in participants at events. Hunt Like A Girl received great press coverage while hosting 56 Hunters to 6 experiences, with articles in Gun Dog and Recoil’s Carnivore magazines. SLG2 Consulting was featured



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when Karen presented “How To Sell To New Gun Owners” at the NSSF Range and Retailer Expo.

**2023** – The company added a new brand, Safe LivinG in 2023. The goal of this brand was to broaden the reach of its mobile shooting experiences to include more men. Together with Shoot Like A Girl, there were 5,024 guests who participated in the interactive activation. Hunt Like A Girl experiences had 8 hunters at a Bass Pro Shops/Cabela’s Club events, plus 8 guests at a VORTEX shooting event in Barneveld, Wisconsin. The Beretta Hunt Like A Girl adventures had a total of 26 hunters, while launching a collaborative event with NSSF’s Plus One initiative. Under the SLG2 Consulting brand, Karen presented Sales Training to GLOCK and Ruger at each of their annual sales meetings; and Karen and Christa presented to Armed Women of America Conference.

The Future – SLG2, Inc has big plans for the years ahead.



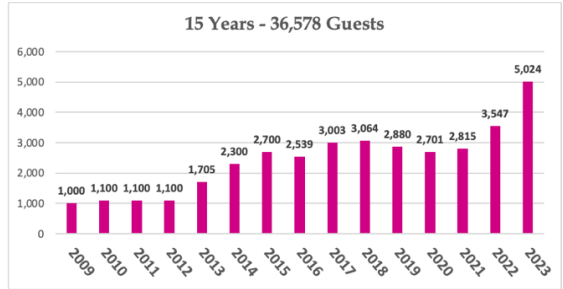
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## 15 Years of Impact

The goal of SLG2, Inc has always been to grow the number of women who participate in shooting sports; however over the years they have expanded to men and communities as well as women. The concept is really simple: if someone has a chance to be introduced to the shooting sports, they will love it and become at a minimum participants and at best enthusiasts. This concept has been proven true by the following data.

### THE GUESTS

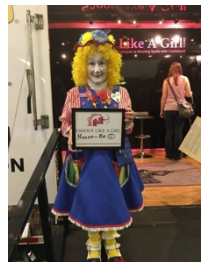
Over 15 years, 36,578 guests have participated in SLG2, Inc experiences.



### GUESTS' DEMOGRAPHICS:

The majority of guests, almost 90% are over Caucasian women over 45 years old. The breakout is:

Age of Guests	Ethnicity of Guests
<ul style="list-style-type: none"> <li>• 3% - 18 to 24 years old</li> <li>• 11% - 25 to 34 years old</li> <li>• 16% - 35 to 44 years old</li> <li>• 28% - 45 to 54 years old</li> <li>• 26% - 55 to 64years old</li> <li>• 16% - 65 years old or older</li> </ul>	<ul style="list-style-type: none"> <li>• 87% Caucasian</li> <li>• 3% African American</li> <li>• 4% Hispanic or Latino</li> <li>• 1% Asian or Asian American</li> <li>• 5% Other</li> </ul>

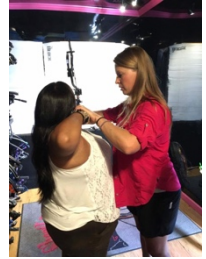
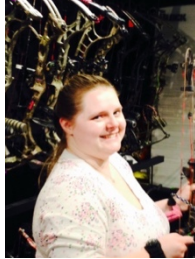


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## SALES:

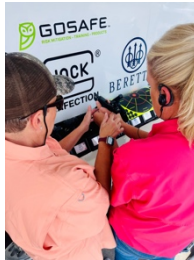
Archery introductions were the foundation of the company. Notably, only 36% of guest do not plan to purchase a bow and 17% already owned a bow. The purchase details are:

- 5% purchased more than 1 bow
- 10% purchased a bow
- 5% plan to purchase a bow in the next six months
- 28% plan to purchase a bow at some point



Introduction to firearms, added in December of 2013, SLG2, Inc has received consistent reports of sales and planned purchases. The survey shows that since their experience with Shoot Like A Girl and/or Safe LivinG, 41% of guests bought one or more guns, 27% plan to purchase a gun, and 25% owned a gun prior to their experience. Purchase details are:

- 15% purchased 3 or more guns
- 9% purchased 2 guns
- 17% purchased a gun
- 4% plan to purchase a gun in the next 3 months
- 5% plan to purchase a gun in the next 6 months
- 18% plan to purchase a gun at some point



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Shooting Sports equipment and adventures are a yearly budget item for many people and families. Guests reported annual spending details are:

- 43% spend under \$500
- 42% spent between \$1,000 and \$2,500
- 11% spent between \$2,501 and \$5,000
- 4% spent over \$5,001

## PARTICIPATION:

SLG2 has successfully grown the number of participants in the shooting sports and the great outdoors, after their experience at Shoot Like A Girl and Safe LivinG. **60% of guests reported recruiting other people to try shooting sports;** if they just recruited one person that would be a total of **58,524** people influenced by the Shoot Like A Girl and/or Safe LivinG experiences in the past 15 years.

84% of guests reported that their participation in shooting and enjoying the great outdoors increased. Family firearms safety talks contribute to the increase in participation, The breakout detailing who they went with is:

- 32% with family
- 14% with friends
- 38% with friends and family



Shoot Like A Girl and Safe LivinG guests also understand the importance of training. 30% of guests had firearms and/or safety training before they attended an even with SLG2. Since their experience, guest reported:

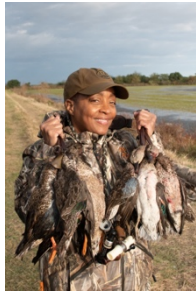
- 33% attended firearms or safety training
- 17% plan to attend firearms or safety training

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Guests were asked if they purchased a gun, what was the intended use of their gun. Guests planned use of firearms are:

- 81% Home Defense
- 71% Recreational / Target Shooting
- 51% Concealed Carry On Body
- 44% Concealed Carry Off Body
- 35% Hunting
- 13% Competition Shooting (Note, this number has grown from 2%)

Hunting continues to be an opportunity for continued growth in the shooting sports industry. More than half of the guests expressed interest in hunting, with 24% of guests reporting that they don't hunt, but want to, and 35% of guests reporting they currently hunt.



There has been a steady increase in guests joining shooting sports in membership organizations, groups and clubs. Guests reported joining the following groups since their experience with Shoot Like A Girl and Safe LivinG.

- 47% joined the National Rifle Association
- 29% joined A Girl and Gun shooting chapters
- 27% joined USCCA
- 18% joined Armed Women of America
- 18% joined other local shooting groups

## 15 Years of Guest Testimonials

SLG2, Inc's guests were asked if their experience with Shoot Like A Girl and/or Safe LivinG made an impact on their lives, and if yes, then how. 92% of guests reported that their experience with SLG2, Inc had a positive impact on their lives. Here are a few of their comments:

"I bought a bow." – Kristy, 2009

"It made me want to shoot and hunt even more." – Paula, 2011

"Empowered me to work at giving girls/ladies experiences." – Traci, 2012

"Gave me the confidence to get into shooting sports and get my instructor certification." – Joetta, 2013

"Gained confidence in shooting." – Betty, 2014

"Well, I had never shot a bow at that time now I am an assistant archery coach at our kids school. (Only woman that shoots with the kids)." – Kerin, 2015

"I Started archery, pistol and rifle target shooting." – Susan, 2019

"Well, I had never shot a bow at that time now I am an assistant archery coach at our kids school. (Only woman that shoots with the kids)." – Kerin, 2015

"The friendly, non-judgmental approach taken with your customers is perfect to ensure their safe and comfortable experience, in a nutshell it is perfect." – Caroline, 2016





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“It was very pleasurable. Such a neat and unique experience. My parents and I enjoyed the trailer and the wonderful instructors. They were very encouraging and knowledgeable.” – David, 2017

“It made me feel more confident.”  
– Paula, 2018

“ I Started archery, pistol and rifle target shooting.” – Susan, 2019

“Since attending, I have taken two pistols classes at my local range.” – Terri, 2020

“The women working the event were amazing role models and helped with some amazing advice. It was also nice to be able to have different weapons to hold/feel without waiting in line at a counter– Lauren, 2021

“I learned that I could actually use a compound bow when all these years I thought I would never be able to pull one back.” – Glenda, 2021

“I shot a rifle prior to Shoot like a Girl because I hunted but I was always afraid to try a hand gun. The time the person took to show me how to handle it and the relaxed atmosphere had a big impact.” – Kimberly, 2022

Shoot Like a Girl has had such a positive impact on my life. Prior to these experiences, I would never touch a firearm. Your trainers and staff spent a great amount of time explaining the safety and mechanics behind both shooting a bow and a firearm. They celebrated with me and helped me correct mistakes I was making.” – Deirdre, 2023

If you want to read more testimonials, just reach out to the SLG2, Inc team, there are hundreds and hundreds to look through,



## 2024 Schedule



### Shoot Like A Girl Schedule

January 22	NSSF Industry Day at the Range (Invite Only)
February 15-18	Bass Pro Shops, Daytona Beach, FL (500)
TBD	Pop-Up Event, Ohio
March 9-10	Bass Pro Shops/Cabela's, Gonzales, LA
April 20-21	Bass Pro Shops/Cabela's, Broken Arrow, OK
May 17-19	NRA AM, Dallas, TX
TBD	Pop-Up Event, Texas
July 13-14	Bass Pro Shops/Cabela's, Noblesville, IN
TBD	Pop-Up Event, Texas
July 27-28	Bass Pro Shops/Cabela's, Short Pump
August 10-11	Bass Pro Shops/Cabela's, Hamburg, PA
August 17-18	Bass Pro Shops, Harrisburg, PA
August 24-25	Bass Pro Shops/Cabela's, Acworth, GA
September 19-21	Bass Pro Shops Night Race, Bristol Motor Speedway, TN
October 12-13	Bass Pro Shops, Niles, OH
TBD	Pop-Up Event, Arizona

\*\*\*NOTE: Look throughout the year for special 5 day pop-up events!



### Safe Living Schedule

January 22-25	NSSF Industry Day at the Range (Invite Only)
March 23-24	Bass Pro Shops/Cabela's, Fort Mills, SC
April 13-14	Bass Pro Shops, Greenville, SC
June 1-2	Bass Pro Shops, Columbia, MO
July 20-21	Bass Pro Shops/Cabela's, Charleston, WV
August 3-4	Bass Pro Shops/Cabela's, Wheeling, WV
TBD September	PBR, Thunder Ridge, MO
October 5-6	Bass Pro Shops/Cabela's, Gainesville, VA
October 19-20	Bass Pro Shops, Ashland, VA



