

# PRESS RELEASE - FEBRUARY 2014



The  
**Outdoor Group** INC.

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## The Outdoor Group, Inc. Attends 42nd Annual SCI Convention



LOVELAND, COLORADO (February 09, 2014) - The Safari Club International Convention is the Ultimate Hunters Market. One only needs to enter the doors of the exhibitor areas to realize how true this statement is. Thousands of exhibitors from across the globe showcased their products and services at this extraordinary annual event, now in its forty-second year.

This year the SCI Convention was held in Las Vegas at the Mandalay Bay Hotel & Casino Convention Center where thousands of hunting and shooting enthusiasts gathered to attend educational seminars, book hunting trips, and purchase every imaginable hunting related products known to mankind. If enjoying professional entertainment was on your list of things to do while attending the convention, SCI did not disappoint. With such names as

Jeff Foxworthy, Big & Rich, Chicago, and BritBeat, attendees were entertained Vegas style and then some.

The SCI Convention is not only The Ultimate Hunters Market, but equally a place to see old friends and make new ones. Whether for business, pleasure or both, the SCI Convention provides an opportunity to share the sporting lifestyle with others that share the same passion.

The Outdoor Group, Inc. was represented at this year's convention by the company's Chairman/CEO Bob Svetich. The company's senior executive was there on behalf of his client White Wing Label, to introduce their product line that has taken the high-end sporting luggage and equipment industry by storm. High-end lodges, sporting venues and firearm companies have an interest in a "private label" partnership opportunity with WWL.

You can learn more about WWL by visiting their website at [www.whitewinglabel.com](http://www.whitewinglabel.com). To receive pertinent information about White Wings Label's "private label" opportunity please contact The Outdoor Group, Inc. at 970.593.2938.



**Craig Kauffman and Bob Svetich**



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Svetich had more on his agenda at this year's convention as we learned when he was asked to describe what his two days here in Vegas would consist of; *"Mostly a lot of work but I always take time to see my old friends and make new ones. That's what I most enjoy about being in this business...the people. They are truly like family members. Meeting up with friends such as SCI President Craig Kauffman, world-renowned wildlife artist and conservationist John Banovich and legendary hunter and*



**Craig Boddington  
and Bob Svetich**

*author Craig Boddington, makes a business trip to this convention more like attending a big backyard picnic. I'm truly blessed to be in this business."*

One of the highlights of the convention was at the



**John Banovich and Bob Svetich**

reception for John Banovich as he celebrated his 20 year partnership with SCI. Although Banovich and his paintings are always in demand from attendees wanting to visit with the talented artist, the real stars of the show were two adorable Cheetah cubs that Banovich brought in for the convention. It was standing room only at the spacious Banovich booth as the artist talked about the lives of Cheetahs in the wild and what needs to be done in order

to insure their existence. It was truly a memorable experience for everyone in attendance.

Although the 2014 SCI Convention has just concluded, it's not too early to register for next year's event. The 2015 convention will again be held in Las Vegas at the Mandalay Bay Hotel & Casino Convention Center February 4<sup>th</sup> through February 7<sup>th</sup>. For Information and registration contact SCI International Headquarters 520.620.1220.

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