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SHOOTING INDUSTRY®

THE INDUSTRY'S BUSINESS MAGAZINE — EST. 1955

JANUARY 2022

2022 NEW BUSINESS YEAR EDITION

- Keys To Success In New Year?
- Southwick's 2022 Prospects
- Creative Ranges & Revenue Streams


Training Profits

*We Have Their Attention,
How Do We Maintain It?*

PLUS:


- Help Wanted: Shortage Strikes
- Sell Guns That Sell Themselves
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Pressing On In 2022

Congratulations, you made it through 2021. What was initially thought to be unprecedented weeks has turned into unprecedented months and, now, years for the industry. In spite of the widespread challenges facing our industry (both to the supply chain and political threats) the *Shooting Industry* team is as motivated as ever to serve as a trusted business resource to thousands of independent storefront dealers — starting with this New Business Year edition.

Have a comment after reading? Contact us anytime: comments@shootingindustry.com.

From all of us at *SI*: Welcome to the 2022 New Business Year.

SOUTHWICK'S 2022 OUTLOOK

Examining how 2021's trends are primed to impact 2022 business, the Southwick Associates team provides its outlook for the new year (pp. 30-33).

"Many consumers aren't finding the product they want at retail. As more retail inventory becomes available, some customers are coming back to buy their preferred firearms plus ammunition. We expect this trend to continue into 2022, but at a lower rate as the year progresses," say Southwick Associates' Rob Southwick and Nancy Bacon.

ADDRESSING LABOR SHORTAGES

A historic workforce shortage is impacting dealers' ability to operate at full capacity. In "Help Wanted,"

Shannon Farlow gleans insights from a panel of three dealers on ways they've overcome the challenges of recruiting and retaining employees in today's market (pp. 38-40). Jared Sloane, operations director at Shoot Smart in Fort Worth, paints a bleak picture of current labor conditions.

"Our customer service and experience has been hit hardest. [We've] struggled to find the ideal candidates to hire. More often than not, we're hiring any applicant who meets very minimum standards," he laments.

KEEPING THEIR ATTENTION

In "Training Profits: We Have Their Attention, How Do We Maintain It?" Ava Flannel shares how instructors are adapting to the balancing act of serving first-time customers without leaving seasoned students in the dark (pp. 34-36).

"With small investments in time or new technologies, we can all continue to expand our training programs to meet the needs of new shooters and provide new courses to experienced shooters during these times," Flannel said.

NEXT MONTH: FOCUS ON RETAINMENT

Endeavoring to make 2022 "The Year Of Customer Retainment," next month's issue features a collection of articles to generate ideas for re-engaging the millions of first-time buyers over the past two years. In addition, February will highlight the spring turkey season, as well as the final installment of the expansive 2022 New Product Showcase. (See pp. 60-76 for this issue's presentation of 2022 new products!) **SI**



FEATURE HIGHLIGHT

"Help Wanted: Workforce Shortage Strikes Gun Stores"

By Shannon Farlow

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SHOOTING INDUSTRY

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I just received my first issue of *Shooting Industry* and I have been wowed at the valuable information.

I'm going from a home-based sole proprietor FFL to a brick-and-mortar LLC. I found not only are the articles quite helpful, but [I've also] begun doing business with one of the advertisers featured in your magazine. Though I appreciate the information on new products, I find the business-related tips be most useful.

I have spent more time on this magazine than any other. I can't wait for the next issue. Keep up the good work!

Dennis Burton, Owner
Guns Up! Training, Firearms & Gun Range
Hale Center, Texas

Dennis, thank you for reading Shooting Industry — and for your glowing feedback. We wish you the best as your business transitions into a full-service store. Cheers.

— Jade Moldae, Editor

I just
received
my first
issue of
*Shooting
Industry*
and I have
been
wowed at
the valuable
information.

WHY AM I A PARIAH?

Hi, your latest email made me stop and think: “*Iron Valley wants to serve you.*” No, they don’t want to serve me because I’m a home-based dealer. They’re not the only ones: Sports South, Hicks and RSR also have a requirement for a brick-and-mortar store.

Someone should do a story on why the home-based dealer is treated like a pariah. Does our money not spend as well, or is it just because the wholesalers are afraid we’re going to make too much money by not having enough overhead? Or is it simply collusion — the brick-and-mortar dealers just don’t want the competition and they have managed to convince the distributors we’re not worthy of their business?

Inquiring minds want to know.

Matthew Sims, Owner
Red Roo Defense
Gray, Ga.

Matthew, Shooting Industry’s target reader is the storefront dealer, but we recognize business has evolved over the years — further accelerated by the past 24 months. The free market offers pros/cons to both models. We invite additional comments on this subject. Drop me a line at editor@shootingindustry.com.

— Jade Moldae, Editor



HAVE A THOUGHT WHILE READING THE ISSUE?

Let us know at comments@shootingindustry.com or facebook.com/shootingindustry.

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A LOT AT STAKE IN ELECTION YEAR

By Jade Moldae

Election Day is Nov. 8, 2022 — a little more than 300 days away. Thanks to promising results in Virginia and New Jersey last fall, there is cause for cautious optimism pro-gun candidates will either be reelected or voted into office in the midterms.

At the federal level, fine margins separate a unified government from a divided one. The U.S. Senate is currently split (50-50), with Vice President Kamala Harris representing the tie-breaking vote. Republicans will be defending 20 of the 34 seats up for the reelection cycle, with Democrats defending 14. In the House of Representatives, all 435 seats are up for re-election — with Democrats clinging to a slim 221-213 (one vacant seat) majority.

If projected ad spend is anything to go by — estimated to be a midterm election record of nearly \$9 billion, a 244% increase over the 2017-2018 cycle and rivaling what was spent in the buildup to the 2020 election — both sides of the political aisle have recognized the significance of these midterms.

With some races already heating up, it's not too early to ensure your store or company's voice is heard promoting the industry's #GUNVOTE efforts. NSSF President and CEO Joe Bartozzi previewed NSSF's expansive involvement.

"NSSF, through substantial public

outreach, will again be providing information on how to register to vote, where to vote and how to file an absentee ballot. Please be certain to visit GunVote.org," he informed. "Also, very importantly, we'll be closely monitoring and reporting on candidates' positions regarding firearm ownership and Second Amendment rights so gun owners can be fully informed on where candidates stand on these critical issues."

"If the past 11+ months have taught us anything, it's elections really do have consequences. Just imagine where our gun rights would be if we didn't have such staunch allies on Capitol Hill and in state legislatures."

Joe Bartozzi
NSSF President & CEO

Though Democrats have control of Congress, they've been largely ineffective in passing anti-gun/anti-industry bills. Additionally, President Biden's failed

attempt to nominate David Chipman to lead the ATF — a Senate-confirmed post — further illustrated the importance of having pro-gun representatives standing strong in opposition.

"If the past 11+ months have taught us anything, it's elections really do have consequences. Just imagine where our gun rights would be if we didn't have such staunch allies on Capitol Hill and in state legislatures," Bartozzi noted.

Bartozzi stressed the importance of what's at stake for the future of our industry in this midterm election cycle.

"My message is simple: Don't assume someone else will go out and vote for pro-gun candidates. We must all act like our vote will be the deciding one; it very well may be. Get informed, get involved and get out and vote like your hunting, sport shooting and Second Amendment rights are at stake — because they are," he concluded. / nssf.org / gunvote.org

COURTROOM BATTLES BOOST

Industry companies are finding other ways to get involved by advancing pro-Second Amendment decisions in the courtroom, with SIG SAUER and Brownells recently ramping up support for the Second Amendment Foundation (SAF) and Firearms Policy Coalition (FPC), respectively.

Dec. 6, SIG SAUER announced a sustained, multi-year Double Diamond sponsorship to support the SAF's programs and initiatives.

"The Second Amendment is under constant attack and the legal activism, education, and resources provided by the Second Amendment Foundation is absolutely essential to stopping the encroachment on our constitutional rights and ensuring that the Second Amendment is preserved for future generations," said Tom Taylor, SIG SAUER CMO and EVP, commercial sales.

SAF has been engaged in legal action across the U.S. for over 45 years and has successfully defended, overturned, and set precedent in many cases.

"This unprecedented commitment from SIG SAUER is simply awesome," said SAF Founder and Executive Vice

Continued on p. 12

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SCAN TO
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Continued from p. 10

President Alan Gottlieb. “To have this legendary company as our very first Double Diamond sponsor underscores the importance of our legal and educational efforts.”

Dec. 7, Brownells announced it had become a Benefactor Member of the FPC Constitution Alliance — joining Daniel Defense and Silencer Shop to support the organization.

“FPC has stood in the Breach to defend our 2A rights for years. They have stacked up an impressive list of legal wins that keeps the individual right to bear arms alive in America,” said Brownells Chairman Pete Brownell. “Now’s the time to double down in supporting our Second Amendment Rights by supporting FPC.”

“It’s an honor to have earned the support of Pete Brownell and the Brownells family,” added FPC President Brandon Combs. “Because of the generous support of our individual FPC Grassroots Army members and growing family of Constitution Alliance benefactors, like our friends at Brownells, our FPC Team is able to aggressively address important issues and protect individuals’ rights, freedoms, and property without hesitation.”

[/ brownells.com](http://brownells.com) / sigsauer.com
[/ firearmspolicy.org](http://firearmspolicy.org) / saf.org



Targeting those who have recently been introduced to firearms ownership and the shooting sports, Shoot United is building opportunities to connect and encourage increased participation.

OUTSIDE THE BALLOT BOX & COURTROOM

Outside the ballot box and courtrooms, industry companies have stepped up efforts to engage with the millions of first-time gun buyers who have joined our ranks since early 2020.

Late November, Winchester Ammunition launched the Shoot United initiative. Geared toward those who may have never been exposed to firearms ownership or just purchased their first firearm, content on Shoot United’s site will focus on recreational shooting, hunting, gun safety and more.

“Shoot United is designed to promote all that’s exciting and fun about the shooting sports and hunting activities as

well responsible firearm ownership. It’s competition. It’s one of the safest recreational activities in the country as well as the fastest-growing sport at the high school level,” said Brett Flaughter, president of Winchester Ammunition. “We plan to tell the stories, build opportunities for people to engage and continue to increase participation.”

A number of other manufacturers have created resources for first-time participants over the past couple years, including Ruger’s Fundamentals of Firearms Ownership video series, MKS Supply’s FirstTimeGunBuyer.com website and Smith & Wesson’s GUNSMARTS video series. These efforts will serve important roles developing the next generation of gun owners and sportsmen. [/ shootunited.com](http://shootunited.com)

AMCHAR WHOLESALE ANNOUNCES 2022 DEALER TRADE EXPO

AmChar Wholesale Inc. announced the dates for its 16th annual Dealer Trade Expo and Super Show Party. The event will be held Feb. 13–14 at the Savannah Convention Center in Savannah, Ga.

The Expo will be open both days from 8 a.m. to 5:30 p.m., with the Super Show Party to be held on Feb. 13 from 6 p.m. to 10 p.m. Lunch will be served both days. Prizes will be given out, and special “Hot Buys” will be available throughout the show.

“We’re looking forward to a great Dealer Trade Expo event. We appreciate all of our dealers and the teams that make everything run smoothly. This event brings us all together to celebrate our relationships while we preview products and plan for another successful year in business together,” said Tony DiChario, AmChar president/CEO.

The AmChar Wholesale Dealer Trade Expo also coincides with the company’s 30th year as a GLOCK L.E. distributor. AmChar ranks consistently among the top 10 producers in sales of GLOCK’s commercial and law enforcement products in the U.S.

“The law enforcement community is one of our most valued customer bases,



and working with a stellar company such as GLOCK to arm and outfit law enforcement officers across the nation continues to be an honor for us,” DiChario noted.

The hotel designated for Expo attendees is the Westin Savannah Harbor Golf Resort & Spa. Registration is via the company’s website. Dealers also may email sales@amchar.com for more information. [/ amchar.com](http://amchar.com)

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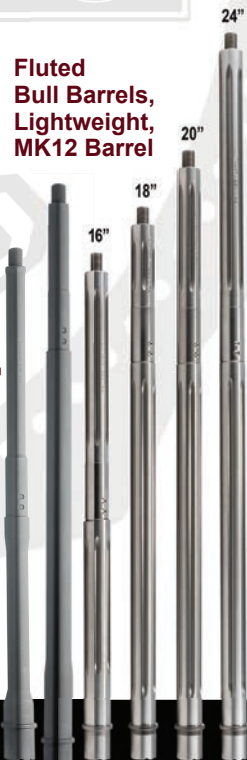


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CHRISTENSEN ARMS LAUNCHES CHRISTENSEN ARMS UNIVERSITY

Christensen Arms has launched the Christensen Arms University Elite Dealer training and product review program.

"This is an incredible way for us to partner with our Elite Dealers," said Meredith McCaskill, Christensen Arms VP of marketing. "We wanted to provide a way to stay close with our Elite Dealers and give them a chance to offer

their valuable knowledge and tips for Christensen Arms premium rifles."

This informative program has Christensen Arms training staff traveling the country visiting their Elite Dealers and offering in-depth knowledge and insights. The Christensen crew then films the dealer reviews and training videos of their Christensen Arms offering. The videos give an insider's perspective from Christensen Arms' Elite Dealers and additional exposure beyond the dealer locator page.

The initial Christensen Arms Elite Dealers featured: Reynolds Outdoors



(Opelika, Ala.), Nichols Outfitters (Pelham, Ala.), The Hub Gun Store (Tucson, Ariz.), The Gun Shop (Idaho Falls, Idaho) and The Sporting Shoppe (Richmond, R.I.).

All of the videos are available on the YouTube channel and reflect the most up-to-date pricing and specs: <https://bit.ly/31gQ3ry>. / christensenarms.com

NSSF, CELERANT ANNOUNCE PROJECT CHILDSAFE PARTNERSHIP

NSSF and Celerant Technology announced a partnership in support of Project ChildSafe and firearm safety.

Celerant, which has provided point-of-sale and e-commerce software to many retailers in the industry over the past 20 years, has pre-loaded into its latest software a checkout option allowing customers to either round up to the nearest dollar or to choose a specific denomination to donate in support of

Project ChildSafe.

"The benefit of our partnership is that we can work even closer with an industry we respect and support. And it provides those who care about gun safety an opportunity to give back and support safety education efforts at the community level, while making it simple for the retailers to facilitate," said Michele Salerno, director of marketing and assistant VP of Celerant Technology Corp.

Project ChildSafe is dedicated to promoting responsible firearm handling and secure storage by distributing safety education messages and free firearm safety kits in all 50 states and the U.S. territories.



"Firearm safety is a bedrock of our industry and the gun-owning community, and we're grateful to Celerant and all our donors for their commitment to reducing firearm accidents, thefts and misuse," said Joe Bartozzi, chairman of the Project ChildSafe Foundation and president/CEO of NSSF. / nssf.org / celerant.com

DOUBLE D FOUNDATION ADVANCES SHOOTING SPORTS PARTICIPATION

The Double D Foundation announced a recent donation of \$800,000 that will benefit Second Amendment-supporting shooting organizations throughout the state of Georgia. The fundraising event was part of Double D's inaugural fundraising banquet, held at the Daniel Defense facility in Black Creek, Ga., in October 2021.

The nonprofit 501(c)(3) foundation

is focused on protecting the Second Amendment and growing the number of Americans involved in shooting sports. More than 500 people attended the fundraiser.

"To all of us, this is more than a financial investment; we invest time with our children, enjoying all that the shooting sports have to offer, and most importantly, preparing the next generation of responsible gun owners. I encourage everyone to find ways to get involved on some level to ensure our children and grandchildren have the same access to shooting sports and the great outdoors," said Founder Cindy Daniel.



Advancing Freedom Through Shooting Sports

The Double D Foundation is supported through individual donations, corporate sponsorships and/or participation in various events.

/ thedoubledfoundation.org



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BARRETT PRODUCES 1,000TH MRAD MK22

Barrett Firearms Mfg. Inc. announced the production of the 1,000th MRAD (Multi-Role Adaptive Design) Mark 22 MOD 0 (MK22) rifle, in support of the U.S. Special Operations Command Advanced Sniper Rifle and U.S. Army Precision Sniper Rifle contracts. The MK22 is the latest acquisition which greatly enhances the capabilities of our service personnel, replacing several currently fielded sniper rifles within the U.S. military.

"We are proud of this significant achievement, especially during this time of increased supplier challenges and



BARRETT FIREARMS MK22

unprecedented demand for the entire product line," said Joel Miller, Barrett's VP of sales and marketing.

Designed with precision and modularity in mind, the MK22 provides even greater flexibility within the highly successful MRAD rifle platform.

This multi-caliber bolt-action sniper rifle is capable of converting between 7.62x51mm, .300 Norma Magnum and .338 Norma Magnum calibers, based on the mission. / barrett.net

VISTA OUTDOOR FOUNDATION ANNOUNCES 2021 GRANT RECIPIENTS

The Vista Outdoor Foundation, philanthropic partner of Vista Outdoor Inc., announced its board of directors has selected 10 nonprofit organizations to receive a total of over \$600,000 in grants as part of the foundation's inaugural grant cycle.

The organizations represent a cross-section of outdoor and recreational causes, including those that promote conservation, encourage youth and veteran participation in outdoor sports and work to improve diversity and

inclusion in the outdoors.

"I'm proud of the work the Vista Outdoor Foundation has done to support nonprofit partners across the country. The organizations selected for grants are at the forefront of outdoor impact, and their efforts align with our company's mission to get more people outside," said Chris Metz, CEO of Vista Outdoor.

The Vista Outdoor Foundation received more than 100 requests for funding as part of the grant-approval process. The selection of the 10 organizations to receive grants followed a rigorous review of applications based on operational, geographic and mission-based criteria.

The 10 grant recipients are Blue Star Families, International Mountain Bicycling Association, Little Bellas: Mentoring on



Mountain Bikes, National Ability Center, National Forest Foundation, Outdoors Tomorrow Foundation, Pedal Power MN, Protect Our Winters, Scholastic Shooting Sports Foundation Inc. and Youth Seen.

The Vista Outdoor Foundation will open its second grant cycle summer 2022. / vistaoutdoor.com/foundation

RISE ARMAMENT SCORES SECOND HIRE VETS GOLD MEDALLION

RISE Armament recently received the Gold Medallion Award from the HIRE Vets Medallion Program for the second straight year.

The HIRE Vets Medallion Program recognizes employers for their efforts to recruit, employ and retain our nation's veterans. The program offers the only veteran hiring award at the federal level. Its criteria allow for the highest level of recognition for employers who are

committed to veteran careers.

The award emphasizes the importance of prioritizing and encouraging successful veteran hiring and retention, and signals to veterans that an employer is committed to America's heroes. The Honoring Investments in Recruiting and Employing American Military Veterans (HIRE Vets) Act was signed into law May 2017. The Department of Labor's Veterans' Employment and Training Service (VETS) administers the HIRE Vets Medallion Program.

"RISE Armament is proud to be recognized and will continue to focus on supporting the nation's veterans in any way possible. It's an effort deeply rooted



in the values of the company year after year," the company stated in a press release. / risearmament.com

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BROWNELLS DEBUTS INTERACTIVE VIDEO SERIES FOR AR-15 BUILDERS

Brownells has launched a video series on its website (brownells.com/HowToBuild) to help customers learn how to build their own AR-15 rifles at home.

Featuring easy-to-follow directions and expert advice from Brownells' Gun Tech Caleb Savant, the videos were professionally filmed in the Brownells studio.

"Several social media platforms have banned videos and other content showing how to build firearms. Because of Brownells' long-time support of the Second Amendment and individual freedom, it made sense for us to create a professionally produced video and resource center to assist rifle builders of all skill levels to make the rifle of their dreams in the comfort of their own home



Brownells' "How To Build An AR-15" video series features Brownells Gun Tech Caleb Savant, who details the AR-15 build process with easy-to-follow directions and advice.

or workshop," said Ryan Repp, Brownells' VP of marketing.

The videos have an easy search button in the upper left-hand corner, allowing viewers to jump quickly to specific chapters to find the information they need. Titles include, "How to Build Your AR Introduction," "How to Build Your Lower" and "How to Build Your Upper."

There is also a video on how to properly test-fire and troubleshoot an AR-15 once it's built.

In addition to the instructional videos, the site also hosts links to popular parts, tools and accessories required to build an AR-15 rifle at home. / brownells.com

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TAURUS

CELERANT TECHNOLOGY PARTNERS WITH OTTER WAIVER

Celerant Technology announced its partnership with Otter Waiver, innovative digital waiver and e-signature system for outdoor sporting and shooting ranges.

The integration of Celerant's point-of-sale and range software with Otter Waiver's system will allow dealers and range owners to streamline lane reservations with custom, contactless liability waivers, and manage range use and retail sales with a single solution.

"Partnering with Celerant is exactly what was needed to help the shooting-range industry grow and provide exceptional customer service. We are committed to giving business owners the freedom to run their business more efficiently, and we believe our integration with Celerant will empower the gun-range community to hit their targets by simplifying the waiver process and

increasing customer retention," said Ben Nelson, CEO of Otter Waiver.

Celerant's all-in-one FFL retail software, integrated with Otter Waiver, automatically generates digital waivers for each usage by pulling customer data from within the retail database. Users can sign waivers on a tablet-kiosk at the point of sale. Soon they will be able to access and sign waivers directly on the dealer's website.

As customer data is updated in Celerant's back-office software, waivers are automatically updated with the new data, expediting the check-in process and helping to reduce data errors.

Based on industry best practices, Otter is the only waiver software compliant with eSign in more than 20 countries. It is uniquely built to meet stringent privacy, compliance and security standards.

Dealers can sign up and get started in less than 10 minutes, using the waiver builder and simple messaging system (SMS) tools for customer retention.

Celerant[®]
Retail Commerce Software



"Celerant has worked hard over the past year to enhance the range experience for our dealers and their customers. The addition of Otter Waiver will help our dealers further enhance lane/course scheduling, and increase customer retention," said Ian Goldman, president and CEO of Celerant Technology.

[/ celerant.com](http://celerant.com) / otterwaiver.com



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KINSEY'S DEALER SHOW RETURNS IN 2022

Kinsey's Inc. announced their annual Dealer Show, KDS22, will be held live and in person in 2022. The event will run February 25–27 at the Hershey Lodge in Hershey, Pa.

KDS22 offers dealers the opportunity to save on products, which helps to maximize their margins and contribute to their business's bottom line from more than 250 leading brands.

Dealers also have the ability to program their show orders with industry leading ship dates starting with ASAP shipments through August 1, depending on the item category.

Attendees of KDS22 will get to experience all of the show staples that include the Hot Shows, Vendor and Dealer interactions, giveaways and much more. In addition, the Dealer Appreciation Night Concert will feature rising country star Jameson Rodgers.

"We could not be more excited to return to a live and in-person show for 2022," said Justin Gorman, Kinsey's VP of sales and marketing. "Throughout the year we heard from dealers loud and clear they wanted to return to physical shows. Digital platforms provided benefits when there were no other options due to government lockdowns, but there is no replacement for a physical show. We look forward to seeing everyone this year and all the new faces since our last show!"



Dealer registration for the show is open until Friday, Feb. 18, 2022.

[/kinseysinc.com/dealer-show](http://kinseysinc.com/dealer-show)

NSSF, AREA LEADERS LAUNCH PROJECT CHILDSAFE ALBUQUERQUE

The NSSF announced the recent launch of Project ChildSafe Albuquerque in New Mexico, a citywide initiative to help prevent firearm accidents and aid in suicide prevention efforts.

"Central to all of this is a goal to encourage gun owners to store their firearms responsibly. We know safe and responsible gun storage works, and helps save lives," said Joe Bartozzi, NSSF's president/CEO and chairman of the Project ChildSafe Foundation.

Albuquerque City Council members Brook Bassan and Klarissa Peña, along with representatives from Albuquerque Public Schools, the New Mexico State Police, the New Mexico Department of Game and Fish and the Albuquerque Police Department — together with local firearm retailers and training organizations — comprise the city's Project ChildSafe partnership.

The NSSF and its local partners are providing to the community hundreds of free gun locks, along with a library of educational materials on firearm safety in the home. The initiative will remind Albuquerque gun owners through an ongoing digital advertising campaign that a hidden gun is not a safely stored gun.



NSSF President and CEO Joe Bartozzi addresses local media and elected officials to commemorate the launch of the Project ChildSafe Albuquerque initiative. This will be a yearlong effort, mirroring previous campaigns in Baton Rouge, Memphis, Oklahoma City and Cleveland.

The citywide initiative will also offer residents a free Parents Resource guide, developed by NSSF in consultation with the American Foundation for Suicide Prevention. The free guide can help parents recognize signs that their kids may be struggling with mental health issues, and offers advice on how to talk to them about suicide, and how to make homes safer for those who may be at risk.

"In recent years, thanks to partnerships like this, fatal firearm accidents have dropped to historic lows,

and that's a trend we want to see continue in the right direction. That starts with a community-shared responsibility and emphasis on firearm safety. We're grateful to Councilors Bassan and Peña, and all our local partners for joining us in this effort," Bartozzi said.

Project ChildSafe Albuquerque will be a yearlong partnership, mirroring campaigns in Baton Rouge, La.; Memphis, Tenn.; Oklahoma City and Cleveland.

[/nssf.org](http://nssf.org) / projectchildsafe.org

INDUSTRY NEWS

A GIRL & A GUN CADRE GROWS WITH USCCA

A Girl & A Gun Women's Shooting League (AG & AG) announces its official partnership with the United States Concealed Carry Association (USCCA).

"For the past several years, we have encouraged our Chapter Facilitators to earn their USCCA instructor credentials. We have many instructors in our organization who have seized the opportunity — and now we have 14 more," said Robyn Sandoval, executive director of AG & AG.

Sandoval was one of 14 AG & AG instructors from nine different states who recently traveled to West Bend, Wis., to become certified to present the USCCA Concealed Carry & Home Defense Fundamentals coursework. By successfully completing the course,

the instructors may use the materials to educate the growing numbers of enthusiastic gun owners in their home communities. AG & AG has scheduled three additional USCCA instructor-level courses, as well as dozens of student-level courses, throughout 2022.

"We're proud to officially partner with USCCA and to bring more of their industry-leading curriculum and services to our members and their communities," Sandoval said. "Our organizations have a shared mission of providing quality training to help responsibly armed citizens protect their families."

USCCA will also be a Diamond Sponsor at the 10th Annual AG & AG National Conference in April 2022. Three USCCA instructor teams will be on-site to teach pistol and rifle courses to more than 300 AG & AG members during the event. [51](#)

[/agirlandagun.org](https://agirlandagun.org)

[/usconcealedcarry.com](https://usconcealedcarry.com)



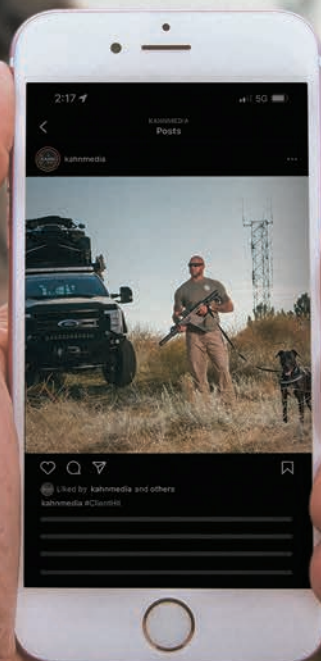
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W. TUMLIN

DAVIDSON'S NAMES PRESIDENT

Wayne Tumlin was recently promoted to president of Davidson's. Former President Bryan Tucker remains actively involved as chairman and CEO. As president, Tumlin is responsible for guiding and managing the implementation of Davidson's strategic initiatives, as well as directing and overseeing execution of the company's day-to-day operations.

Tucker stated, "[Tumlin's] keen analytical ability, excellent communication skills, business experience and personality make Wayne a great choice to lead the Davidson's team."

Tumlin joined Davidson's as its SVP and general counsel in 2020, however, he'd served as the company's corporate legal counsel and advisor since 2012. He also served as outside general counsel to a number of national and international closely held businesses.



J. CHAPMAN

ZANDERS SPORTING GOODS GROWS TEAM

Four new team members recently joined Zanders' growing family of employees. Janelle Chapman was hired as assistant sales manager; and Chris McVety, Krista Miller and Adam Becker joined the sales staff.



C. MCVETY



K. MILLER



A. BECKER

Chapman previously worked in sales and has held several sales manager positions at companies such as Pepsi Mid America.

McVety began his career in the firearms industry working at his father's custom

shop where he eventually built custom night sights for high-profile industry companies.

Miller joins Zanders following a sales management position at Kinsey's.

Becker also worked at Kinsey's, and has held various sales and account management roles in his career.



S. MORGAN



B. STEWARD

PRIMARY ARMS EXPANDS STAFF

Primary Arms Optics announced the hire of Stephen Morgan as director of product marketing, and Primary Arms welcomed Brett Steward as director of business development.

"It became clear we needed a product leader to guide our long-term marketing strategy," said Donald Riley, VP and GM of Primary Arms Optics. "Stephen's experience and unique expertise made him a clear choice for the business."

Following his retirement from the Army in 2009, Morgan was a firearms purchaser and national sales manager before working with military/L.E. agencies to secure procurement contracts and assist in the development of new products to fit their requirements.

Steward will seek improvements and growth opportunities for Primary Arms' core business units, which now include optics, retail, wholesale and government.

Ozge Cumberland, Primary Arms' SVP of sales, marketing and business development shared, "We believe [Steward] will be a great addition to our culture and our beloved Primary Arms family."

Originally from the U.K., Steward served 13 years as a police officer before relocating to the U.S. in 2013. He held senior executive roles at several industry brands prior to joining Primary Arms.



S. HOSTETTER

TEDDER INDUSTRIES APPOINTS CEO

Tedder Industries, manufacturer of firearms holsters and accessories for military, tactical and civilian use, announced Shawn Hostetter joined the Tedder family of brands as CEO.

Thomas Tedder, founder of Tedder Industries said, "Tedder Industries was founded upon the entrepreneurial spirit, and the board is excited to have Shawn's experience leading the company forward with that same spirit and drive."

Hostetter joins the company following his tenure as president of Katadyn North America.

He is a graduate of Brigham Young University.



R. MCGINNIS

BUCK KNIVES WELCOMES MANAGER

As Buck Knives' new marketing manager, Ryan McGinnis will provide strategic oversight and aid in driving a consistent and cohesive brand experience. He is responsible for consumer and trade marketing programs, creative and content development, new product launches and supporting Buck Knives' omni-channel sales strategy.

Chris Bourassa, Buck Knives' director of marketing and product development, stated, "[McGinnis] ... has an exceptional marketing mindset and a creative drive that will no doubt highlight Buck's authentic story."

Previously, McGinnis served in marketing roles at Benchmade Knife Company. Most recently, he was the marketing director of the Redmond Chamber of Commerce and CVB.

HEADHUNTERS NW ADDS RECRUITER

HeadHunters NW expanded its team with the addition of Katie Rohs



K. ROHS

as its sourcing, recruiting assistant.

Shaylene Keiner, president of HeadHunters NW, said, “[Rohs] brings extensive networking, human resources and industry experience that strengthens our niche firm’s position at the forefront of the firearms industry.”

Rohs has nearly a decade of experience in training and development,

customer service and community engagement.



R. CLEVELAND

DEAD AIR SILENCERS SELECTS VP

Dead Air Silencers announced the latest addition to its senior level management team: VP Rod Cleveland. Combining his sales experience and leadership skills, Cleveland aims to provide support to the

company’s distributors, dealers’ network and beyond.

Ernie Beckwith, Dead Air Silencers president said, “We are extremely excited to have Rod spearhead our sales team. We look forward to his insight and leadership as we continue to grow our sales network.”

Cleveland has over nine years’ experience in the firearms industry. He recently served as head of sales for Kimber Firearms.

MOSSBERG

O.F. MOSSBERG & SONS INC. MOURNS CHAIRMAN

O.F. Mossberg & Sons Inc. is mourning the loss of its chairman, Alan Mossberg, who passed away Nov. 6. He was the grandson of the company’s founder, Oscar Mossberg.

Doug Bell, Mossberg president and COO, shared, “A great leader, visionary and champion of bringing high-quality, innovative firearms to the masses, Alan was a tireless advocate for gun rights and gun safety while always working to ensure the American traditions of hunting and shooting sports live on for many years to come. More importantly, Alan was a devoted

husband, father and friend. He will be greatly missed.”

From a very young age he worked for the Mossberg organization, and became a pillar of the global firearms industry. He was also heavily involved with organizations such as Ducks Unlimited, NRA, NSSF, NWTF, SAMMI, North American Hunting Club and the U.S. Olympic Shooting Team. **SI**

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PERSONAL DEFENSE MARKET



BY MASSAD AYOOB

SELLING GUNS THAT SELL THEMSELVES

When a product strikes a certain chord and skyrockets in popularity, it sells itself. Why should someone selling that kind of product even think about how to sell it?

Because of this: Whatever is driving the sales surge, there are customers who haven't turned on to the particular product's selling points — yet.

In firearms retailing, we're seeing a classic example of this with the category of subcompact, pocket-size 9mm striker-fired pistols able to hold 11 rounds or more. The trend began (as you don't need me to tell you) with the introduction a few years ago of the SIG P365 pistol. SIG saw it catch fire and jumped on it, with new variations including a slightly "stretched" model and one with SIG's very own ROMEO carry optic sight.

GLOCK, Springfield Armory, Smith & Wesson, Taurus, Ruger and most recently Kimber and Mossberg followed. By the time you read this, there will likely be further interpretations of the concept as well.

For a while, these guns were so popular they were hard to come by. Now, from what I'm seeing in my spot checks in gun shops around the country, they're back in the supply line and in your (and your competitors') showcases.

Which means, you have access

to enough supply to not just satisfy demand generated outside your gun shop, but to sell to customers who haven't yet picked up on why this category of handgun is the hottest thing in your pistol showcase right now.

MORE OPPORTUNITIES TO WIN A GUN FIGHT

Why do you — and almost every other gun shop in America — still have a selection of double-action, snub-nosed five- and six-shot revolvers?

For one thing, because a whole lot of people think five or six shots is enough to handle any problem that comes their way. You might want to advise those customers (gently): Things. Have. Changed.

We're seeing more intruders per case in home invasions and carjackings. More targets require more bullets. We're seeing crowds trying to drag people out of cars, presumably to beat them, during "peaceful protests" that suddenly become less peaceful. We're experiencing an epidemic of fentanyl. Now, fentanyl is heroin on steroids; heroin is in essence concentrated morphine; and morphine used to be the strongest painkiller in the pharmacopeia. No surprise when a bad guy on that stuff doesn't fall down screaming in pain from a bullet or two. We're seeing a great many offenders wearing body armor, which soaks up bullets before the desperate defender

◀ Police Rangemaster Kevin Williams showcases the controllability of the SIG SAUER P365 XL during a live demonstration.

realizes it's "Plan B" time and he or she has to aim at some other part of the offender.

The traditional carry gun of yesteryear, the snub-nose .38 revolver, carries five or six rounds. Remind your more traditional customers an 11-shot pistol of the type we're discussing carries the same in-gun firepower as a six-shot Detective Special and a five-shot Chief Special from yesteryear's paradigm, and they won't have to take a break in the action (a pause their opponent probably isn't taking!) to switch guns. They already have this new one you're trying to sell them in their hand, finger still on trigger, ready to carry on the fight without a break in their defensive action.

“

Do the math. We wouldn't turn down a 25% increase in salary or lifespan, would we? And one extra shot in an unforgiving second may be something to increase your lifespan!

SHOOTABILITY KEY

In-gun firepower isn't the only selling point of the "new paradigm concealed carry pistol." Another is shootability. These guns all have short-stroke triggers. As far back as the 1970s, iconic defensive firearms instructor John Farnam proved the average person can fire four shots per second (counting from first shot to last) with a double-action revolver, but five shots per second with a short-stroke, short-reset trigger such as those on these little striker-fired 9mms. You can honestly say, "Do the math. We wouldn't turn down a 25% increase in salary or lifespan, would we? And one extra shot in an unforgiving second may be something to increase your lifespan!"

Someone might counter, "Well, if I can't do it with five or six shots, I can't do it at all." My answer to this would be all the many self-defense shootings over the years that have gone "high volume." A Google search will turn up armed citizens such as Lance Thomas, the famous Rolex salesman and repairman who went through a series of gun battles with multiple armed robbers, winning them all, but taking up to 17 shots to resolve. (Which reminds us, the fast reloading time of a semi-automatic pistol is another selling point in its favor.) Or the Beverly Hills Jewelers shootout in which the owners and their staff emptied several guns to

win a shootout against the Dixie Mafia armed robbers who burst into their store.

You may also hear, "Well, I only need a lot of bullets if I plan to miss a lot." First, nobody who ever missed in a gunfight planned to. But, more to the point, these pistols are eminently "shootable" — low-bore axis, soft recoil, easy triggers. I've shot perfect police qualification scores with pistols in this category, from the original SIG SAUER P365 to the Kimber R7 Mako. They're simply easy to shoot well.

AND, ABOUT THE CARRY OPTICS OPTION ...

These guns are all now available ready to be fitted with micro red dot sights, and many manufacturers sell them with those sights already on board as a package deal. The red dot sight, virtually everyone in the "combat shooting" world agrees, is the "coming thing." The red dot allows you to focus on the target instead of the sight index and still make hits. It allows a better view of an opponent's hands, perhaps keeping you from

firing extra shots after he has dropped his own weapon, which you couldn't see because your conventional sights blocked your view.

Those carry optics have another selling point. We've previously discussed in this space the many customers who have difficulty racking a slide to reload a semi-automatic pistol. With the optical sight, you have a vertical "edge" that allows the physical strength-challenged customer to rack the slide with the heel of his or her hand.

Red dot sights come with their own shortcomings, however. They increase the height of the gun to the point where pocket-holster carry will be off the table for most everyone, and ankle carry will be difficult for a lot of folks, too.

The bottom line? The attributes of these pistols are obvious, and it's why they're selling so fast.

But there's no reason not to tell more potential customers why they're selling so fast, so you can sell even more of them. **SI**



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**RUGER MAX-9 OPTICS READY 9MM
3.2" 10-RD PISTOL**

Item #3501-RUG

UPC #7366776035014

Gun Type: Pistol: All Types, Pistol: Semi-Automatic

Model Series: MAX-9

Caliber: 9mm Luger

Capacity: 10+1

Barrel Length: 3.2 in

Minimum/Overall Length: 6 in

MORE DETAILS

MSRP: \$559.00



PRODUCT DETAILS

Model Specific: MAX-9

Safety: Manual Safety

Frame Finish: Black

Front Sight: Tritium Fiber Optic

Rear Sights: Drift Adjustable

PRODUCT DESCRIPTION

- Striker-fired with a short, smooth trigger pull, clean break and positive reset.
- Slim, lightweight and compact for personal protection.
- Rugged construction with through-hardened alloy steel slide; one-piece, precision-machined fire control chassis; and high-performance, glass-filled nylon grip frame.
- Medium-textured grip frame provides a secure and comfortable grip.



BY LAURA EVANS

WOMEN SAFEGUARDING THE SECOND AMENDMENT

The Second Amendment is constantly under attack by well-funded groups of anti-gun zealots like Moms Demand Action, politicians and those who revel in their purposeful ignorance and disdain for this Constitutional right. But eyes are opening across the U.S. as more people than ever embrace firearms as indispensable tools for keeping individuals and their families safe.

WHY A GUN?

The reasons people arm themselves are as diverse as America's population, but one thing is common. More women choose action over hiding. The days of waiting for someone else to show up and protect them from the "bad guy with a gun" are over — as proven by the staggering number of women purchasing firearms for the first time in the past couple of years.

MYTH BUSTING

On our side of the fence, it's no secret guns are the best equalizer. But for novices, the harsh realities of legal and responsible gun ownership often come as a surprise. All the rhetoric stuffed down their throats about how easy it is to buy a gun is negated as they follow the restrictive processes created by the supposed "gun safety experts." Those are the same "authorities" who are planning to rid our society of guns.

For many, it's eye-opening to muddle through the obstacles making legal gun ownership possible. When they share their experience with friends and family about the realities of purchasing guns, the deceptive messaging from the anti-gun crowd holds less power. Those who have "seen the light" are already on the path toward 2A advocacy, whether they know it or not.

EDUCATION

Where does it leave us? For the first time in their lives, new gun owners are learning responsible gun ownership. Our role is to mentor these newbies through the hurdles. We are the experts in firearm safety, and as we welcome more people into our gun culture, we must educate them on fundamental safety principles. It's just as critical to teach them the importance of the Second Amendment. Without its protection, every American is at risk of losing our Constitutional liberties.

WOMEN GAINING MOMENTUM

A group of women called the DC Project prides itself on education. As a nationwide organization of women committed to safeguarding the Second Amendment, the DC Project started as a group of 50 women representing each state who traveled to Washington, D.C., for meetings on Capitol Hill with members of the House and Senate. Their

◀ The DC Project's 50 state directors met last fall for an educational summit to further bolster the organization's grassroots presence in local communities.

face-to-face meetings served to stifle the misconceptions of what American gun owners actually look like and why the Second Amendment is important to them as a group of racially and economically diverse women from all over the country.

It worked! Hundreds of meetings with policymakers on both sides of the political aisle resulted in opportunities for women from the DC Project to testify at hearings before Congress concerning Second Amendment issues. They serve as witnesses at hearings on the assault weapons ban, "ghost" guns, extreme risk protection orders (red flag laws), universal background checks and more.

When the pandemic shut down the U.S. Capitol, and the 50 state representatives of the DC Project couldn't visit lawmakers in Washington, D.C., they pivoted and expanded the organization to state and local levels.

Late in 2021, the DC Project boasted more than 3,000 delegates actively fighting to preserve the Second Amendment. These women volunteer their time to travel and speak with officeholders. Many of them testified in their state capitols, and several anti-gun bills were successfully defeated due to their statements and efforts.

VOICES IN THE CAPITOL

The Second Amendment Caucus invited a small contingent of DC Project delegates to visit them on the Hill spring 2021. Close to 40 members of Congress listened as the DC Project women shared their personal accounts for why the 2A is vital to them. Many are moms, some are professional shooters and a few are business owners. A surprising number are survivors of domestic abuse, and some endured horrific violence. Members of the caucus expressed hearing first-person descriptions of the consequences of restrictive gun laws is crucial in moving the needle toward freedom in Washington, D.C., and elsewhere in the U.S.

Tennessee Congressman Thomas Massie, the co-chair of the Second Amendment Caucus, stated, "There are some members here who are pro-Second Amendment, but they don't really

know how to articulate or how to motivate our argument for the Second Amendment. But these ladies actually gave us a voice today, and I know we're going to be able to make better arguments in our hearings and on the floor in debates. We're going to be able to hold the line because DC Project came tonight."

A DIFFERENT MODEL OF ADVOCACY

Stereotypes are powerful, and the media and cancel culture have people brainwashed into thinking all women are anti-gun. Most politicians who support gun control believe women are afraid of guns and want nothing to do with them. But when politely confronted with a different viewpoint from experienced gun owners knowledgeable about firearm safety, the typecast is blown away.

This is where the DC Project is different: Their approach promotes

“

No interaction is too small to begin a conversation that might inspire someone to pay closer attention to their rights.

education for everyone.

Dianna Muller, founder of the DC Project, lends, "We've heard time and again how impactful it is when policymakers hear from us regarding the importance of education and firearm safety. We promote violence prevention and back it up with personal experiences and our competence as responsible gun owners. We speak for all Americans as we advocate for the right to keep and bear arms."

ENCOURAGE ACTIVISM

This past summer, the DC Project couldn't make their annual trip

to Washington, D.C., because of pandemic-related closures. Instead, they invited their 50 State Directors to an educational summit mid-October. The immersive event prepared each to be stronger defenders of the Second Amendment and empowered them as messengers to promote the 2A at home and in their communities.

Stephanie Schafer, DC Project advisory board member, and owner of DefComp Firearms Training and Pro Shop FFL in Scottsbluff, Neb., recalled her impressions of the event.

"The women were like thoroughbred racehorses ready to burst out of the gate! They're full of energy and armed with tools to teach, empower and recruit more Second Amendment activists. They know they're their own first responders," she stated.

BUILD AN ARMY

Have you known anyone against the 2A who changed their stripes to support it after learning more? Many DC Project women share that history. People heading to gun counters for the first time experience a similar about-face. With them in our corner, now is the time to foster them as advocates.

Whether folks are new to gun ownership or have had firearms throughout their lives, they need to know how important the Second Amendment is to the American way of life. Simple conversations that encourage people to recognize the anti-gun agendas open the door to learning and open eyes to the truth. No interaction is too small to begin a conversation that might inspire someone to pay closer attention to their rights.

Think of people on the front lines of the industry as our staff sergeants. They're responsible for developing, maintaining and using a gun owner's full range of potential. Make a massive impact toward preserving the Second Amendment by encouraging leadership and teaching advocacy, whether it's on the retail floor, at the range or in the boardroom.

Resources are everywhere. Check out the DC Project's printable download called "How to Talk About Guns, Safety and Protecting the Civil Rights of All Americans" on their website at dcproject.info. **SI**

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BEST PRACTICES



BY HANK YACEK

TARGET “YOUR CUSTOMERS” TO DEVELOP LOYALTY

One thing I hear regularly in interactions with retailers right after a large market surge is “I’m not seeing my customers as much as I used to.” Let’s think about this for a moment. There’s a huge expectation being made there, which can be quite a dangerous assumption to make. That is, people who walk into your store looking to purchase products are “*your* customer,” when quite likely they’re just “*a* customer” who prefers to do business elsewhere and are simply in your store because they couldn’t find what they were looking for at an earlier stop.

Let that sink in ...

TWO CAMPS

People who walk into your store fall into two camps 1) Those who prefer to do business with your store and 2) Those who shop somewhere else first and only buy from your store when they can’t find it there. It’s no wonder, then, when market demand subsides, we stop seeing as many customers in our store as we used to. It’s not that the customer has stopped purchasing products, it’s that they’ve gone back to buying it at their preferred store, which many times isn’t our own. What can we do to fix this issue?

HIS SECOND VISIT?

First, we need to recognize the “good customer” may still not be “our

customer.”

This realization came to me years ago early one Saturday morning. A little after my store opened for the day, as I was still outside picking up trash in the parking lot, I saw one of my best customers pull in just like he did every Saturday morning. (He was such a good customer I gave him a store-logoed ball cap a year or so prior, which he wore every time he came in.) As he got out of his car — not noticing me in the parking lot — he popped open the trunk, grabbed a couple guns to sell and, in the process, proceeded to swap out the ball cap he was wearing (which happened to advertise the competition across town) for the one I gave him!

So not only did I have a misconception of him being “my customer” based on him wearing my ball cap, but I was his second visit of the day! Sure, he regularly spent a lot of money in my store and no matter what, I treated him like gold, but to realize I was his second visit of the day gave me pause to think, “*How much is he spending at that other store if I’m getting his second visit?!*” After this chance observation, I knew I had to change how I prioritized customers.

KNOW WHAT SETS YOU APART

To start, before you can make any customer *your* customer, you need to know yourself — as in, why does

my store even exist? What is my store culture? Who is my target audience? Customers will prioritize your store as their store not by what you sell but by who you are and why you conduct business the way you do.

Ask yourself this question, “When I need some nails, do I choose the hardware store I visit based on the fact they sell nails?” Any self-respecting hardware store sells nails, so you’re far more likely to choose the store based on the fact it always has a great selection, the staff answers your questions intelligently and/or they only sell top-quality nails. When traits you value are delivered upon consistently, you’ll eventually shop at that store first, or even exclusively, when you need products or services they provide. The key here is loyalty and priority are only built if these things are delivered consistently, predictably and reliably.

All too often stores try to be “something for everyone,” which usually brings a struggle to convert customers into long-term and loyal customers. This is because customers have a hard time relating to who you truly are as a business. As the old saying goes, “If you try to be a friend to everyone you end up being a friend to no one.” It’s far better to be amazing at a couple things than to be mediocre at many. Define and focus your store’s purpose, target a specific demographic and be the best at serving that community.



Customers will prioritize your store as their store not by what you sell but who you are and why you conduct business the way you do.

You’ll have a far easier time building brand loyalty if you focus on having a store that’s the best in the industry and “arming, training and advocating for women’s safety” then you are at “we

have the best selection in town.”

Find your brand voice, build your tribe of loyal customers and deliver to them predictable excellence and you will be well on the path to success.

GET CUSTOMERS INVOLVED

As just mentioned, the idea of “tribe” is important to recognize.

People, by nature, like to identify with like-minded individuals and will go out of their way when they can clearly identify with those groups.

“

When traits you value are delivered upon consistently, you'll eventually shop at that store first, or even exclusively, when you need products or services they provide.

Be sure to make it clear to all customers, both current and potential, just what your tribe stands for — be it through marketing, in-store messaging, videos, public efforts, charities and the like.

At every turn, make it known what values your company prioritizes so others can align with you. In addition, give customers the ability to show they're part of your tribe whether it's through volunteerism, branded apparel and loyalty programs to give customers a way to broadcast status as tribe members.

If you can convert on all these aspects of building brand loyalty, you'll quickly see the dividends of your efforts — not only from positive reviews, customers bringing in friends and family, but also directly to your bottom-line profits. **■**

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2022 NEW BUSINESS YEAR OUTLOOK

Examining 2021 Trends Lends Insight Into Early-Year Business

By Rob Southwick & Nancy Bacon,
Southwick Associates



It's good to see 2020 further and further behind us. Though the craziness of that year is subsiding, the grand sales run has continued. Demand and sales remain high so far through 2021. Before we speculate on what 2022 will bring, let's first review 2021.

LOOKING BACK AT 2021

When 2021 began, inventories were depleted. As quick as retailers could receive firearms and ammunition, most were sold. Firearm sales were often suppressed when potential firearm consumers could not find matching ammunition. Many of 2020's firearm purchasers are now buying accessories to support what was their first-ever firearm. 2021 is proving to be a better year for all sectors of our trade, not just firearms and ammunition. With demand high, discounting has generally not been needed, resulting in higher prices at all levels of the trade due to increased material and

business costs.

In the first quarter of 2021, new firearm sales as measured by NICS data, with background checks for used firearms and permit checks excluded, increased 13.5% over the same quarter the prior year. Considering the COVID pandemic did not emerge until late in the first quarter of 2020, this growth rate for 2021 sales was expected. Sales in the second and third quarter in 2021 were down 22% and 25%, respectively. Don't be alarmed by this decline. Comparing 2021 sales to 2020 is like comparing your income in the year after you won the lottery. 2021 sales, overall, were the second-highest ever recorded. It was a good year.

Part of the reason why 2020 sales were enormous related to the lack of excess firearms and ammunition inventory that was present in early 2020 but not in 2021. If larger inventories were on hand at the beginning of the year, sales would have

been greater. Ammunition shortages also discouraged some consumers from buying firearms they would not be able to use.

SALES TRENDS

Considering the social unrest in 2020, when many sales were driven by people's safety concerns, demand was focused on handguns. Handgun sales as of the end of September 2021 were 16% below the same time last year. Long-gun sales have only decreased 6% through the first three quarters of 2021. (Until more research is completed, it's not possible to say whether long guns were growing in popularity or if consumers purchased them when unable to find the handgun they wanted for defense purposes.)



WE ALSO STRONGLY BELIEVE A GRADUALLY GROWING CULTURAL INTEREST IN FIREARMS AND THE RIGHT TO SELF-DEFENSE IS HELPING BOOST SALES.

Sales that involved more than one firearm in the same transaction declined 17%, indicating some of the so-called panic buying was easing. Subscribers to Southwick Associates quarterly reports know the trends in MSR, traditional rifle and shotgun sales.

The price increases due to increased business costs seen in late 2020 held in the first half of 2021. While traditional rifles may be the exception, MSRs, handguns and shotguns have all seen

significant price increases in the face of tremendous demand. The ability to supply inventory at retail will determine if higher prices remain or if price easing and discounting might appear once inventories return to pre-COVID levels. Subscribers to Southwick Associates market monitoring services have access to price trends for ammunition and many accessory categories.

IMPORTS IMPACT

One fact to note: in 2021, imports skyrocketed over 2020 levels — according to import data compiled by Southwick Associates. This trend may be the major factor contributing initial growth in wholesale and retail inventories. Recognizing the time needed for factories to produce and ship product, many months are often required before imports can arrive to help meet demand growth.

In the months leading up to the 2016 presidential election, manufacturers and distributors bet on increased demand after the election. When Republicans won, demand fell, and the bet did not pay off, resulting in high inventories throughout the entire channel. This time, the inventory is selling through, for now. That said, while imports of all types of firearms have significantly increased, shotgun imports have by far grown the most. This, in part, might help describe the current spike in shotgun sales as more shotguns are coming to market in proportion to handgun and rifles.

INVENTORIES ARE REPLENISHING — SLOWLY

As seen in the chart tracking NICS figures, sales are starting to recede back to levels experienced two to

five years ago. Reports and feedback indicate firearm inventories at wholesale are growing, while product is hanging around a bit longer on ammunition shelves. However, demand remains very high.

At the end of Q2 2021, consumers reported to Southwick Associates they were not seeing increased availability of firearms or ammunition. In fact, two-thirds said they spent more time in the second quarter searching for desired product than they did in the first quarter. (It must be stressed that, when it comes to items not purchased daily — like coffee or bread — consumers are often the last to notice increased supplies. They typically don't visit the store every day monitoring inventory levels at the rate the industry does.)

Southwick Associates thinks inventories are replenishing, as noticed by consumers and reported in surveys. Overall, as of early December 2021, product was still difficult to find at retail, but a very gradual return to normalcy appeared to be underway.

ACCESSORY SALES

What about accessory sales in 2021? Southwick Associates monitors consumers' firearms and accessories purchases and uses. From these data, we track the percentage of hunters, target shooters and personal-defense consumers' quarterly purchases for specific product categories. A clear shift has appeared.

As shown in the table in this article, the proportion of purchases containing soft goods and various shooting accessories increased in the first half of 2021 compared to the year before. Ammunition showed

a slight increase, probably because of more inventory becoming available, while the percentage of purchases that included firearms and firearm parts decreased in the first half of 2021. Accessory sales should remain strong moving forward.

HUNTING STILL STRONG AFTER "LOTTERY" YEAR

Though not growing as fast as firearm sales in general, hunting-related sales continued to do well in 2021. Based on state license sales data, though hunting license sales were down compared to the "lottery" year of 2020, for the first half of 2021, sales were up 8% over the first half of 2019 sales. In addition, the rate of first-time hunters entering the sport was the second-highest increase, with only 2020 generating more new hunters.

It remains incumbent on the trade to partner with state wildlife agencies to help these newcomers feel welcome and gain the knowledge they need to become confident,

independent hunters. Contact Southwick Associates for research insights on new hunters' greatest needs.

SO, WHAT ABOUT 2022?

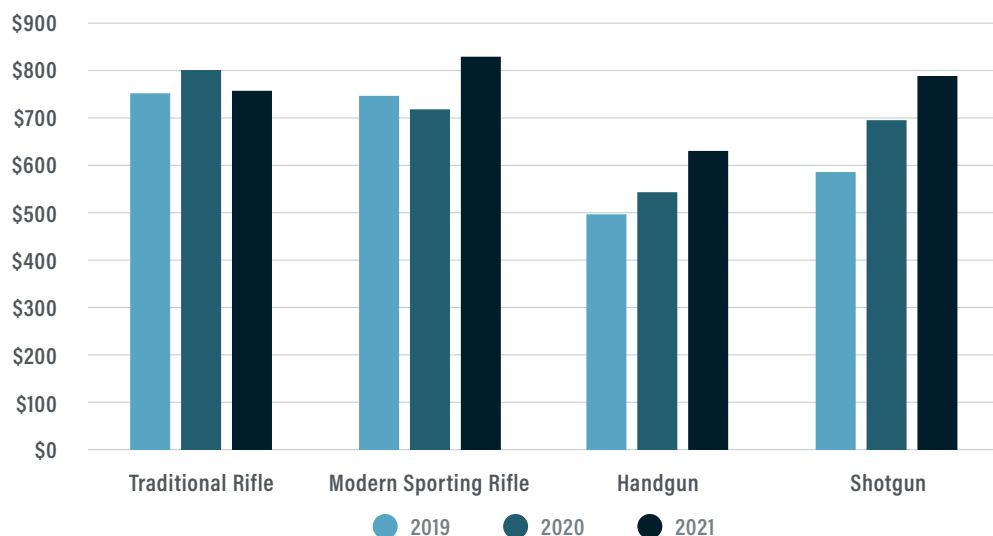
Without a doubt, the large spikes in firearm sales seen in the early part of 2021 were partially related to the 2020 election. With the White House and Congress all blue, fears were stoked about new firearm restrictions. But the close balance between Republicans and Democrats in Congress is probably a reason why few major anti-firearm initiatives have been introduced, possibly out of fear of losing voters in midterm elections. But initiatives to restrict our Second Amendment rights continue at the state and local level. Remain vigilant.

For now, these ongoing actions certainly continue to drive demand to a degree. We also strongly believe a gradually growing cultural interest in firearms and the right to self-defense is helping boost sales and dissuades some politicians from taking

anti-firearm positions. We don't expect these political concerns to change anytime soon, though it could rapidly change. Likewise, considering Second Amendment-related cases going before the Supreme Court, any negative outcome toward firearm rights will further drive sales in the short term before causing long-term harm.

As mentioned, many consumers aren't finding the product they want at retail. As more retail inventory becomes available, some customers are coming back to buy their preferred firearms plus ammunition. We expect this trend to continue into 2022, but at a lower rate as the year progresses. At some point, when inventories are back to normal and current logistics and shipping problems ease, firearm and ammunition sales will decline from 2020–21 levels. Firearm and ammunition manufacturers are currently producing to fulfill current retail demand while also replenishing wholesale inventories. Once wholesale

Average Price Paid - Firearms January - June



Source: Southwick Associates Syndicated Research

inventories are back to normal, manufacturer sales will probably dip greater than what will be seen in retail. At that time, discounts and promotions will likely be seen again and prices might ease. When all this happens

is unknown. We expect by late 2022 to see more of this expected trend. By Q4 2022, we expect sales to be back to 2019 pre-COVID levels. (All this, of course, assumes no more major political or supply-side shocks.)

2020's lockdowns fueled growth of online sales. This continued in 2021 and we see no reason for trends to shift back anytime soon. Firms better positioned online will see stronger sales than others — both retailers and

manufacturers.

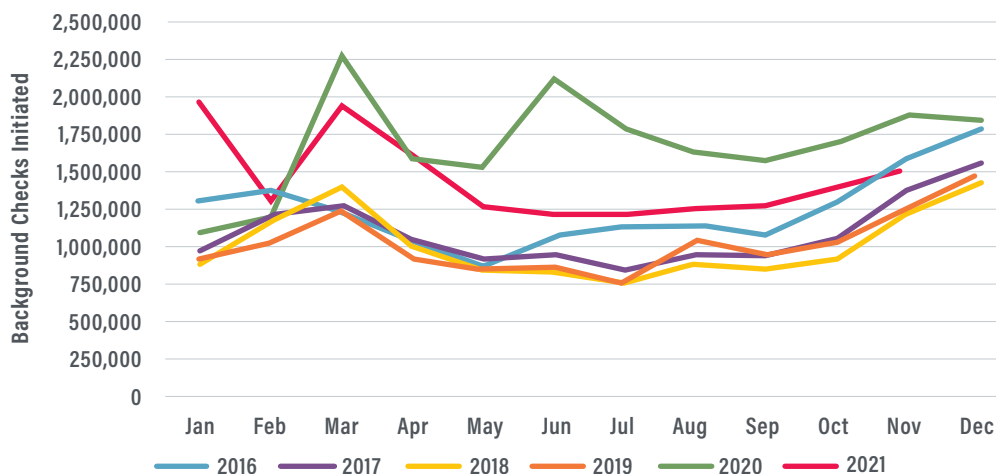
RE-ENGAGEMENT KEY

To maintain sales in 2022 and beyond, be sure to help engage 2020–21's new firearm owners. Many new gun owners did not become active participants, either from limited opportunities to shoot, no one to go with, a lack of ammunition or knowledge.

The savvy retailer will remain in contact with first-time owners, encouraging them to visit a range and helping them become competent, comfortable users. Otherwise, our growth in the past two years will be just a bump on our long-term trend charts.

It's up to all of us, as an industry, to help these new gun owners and ensure they become an active consumer/participant at the range and in the store. **\$I**

Monthly Firearm Background Checks



Data presented for NICS type codes Handgun, Long Gun, Multiple and Other only.

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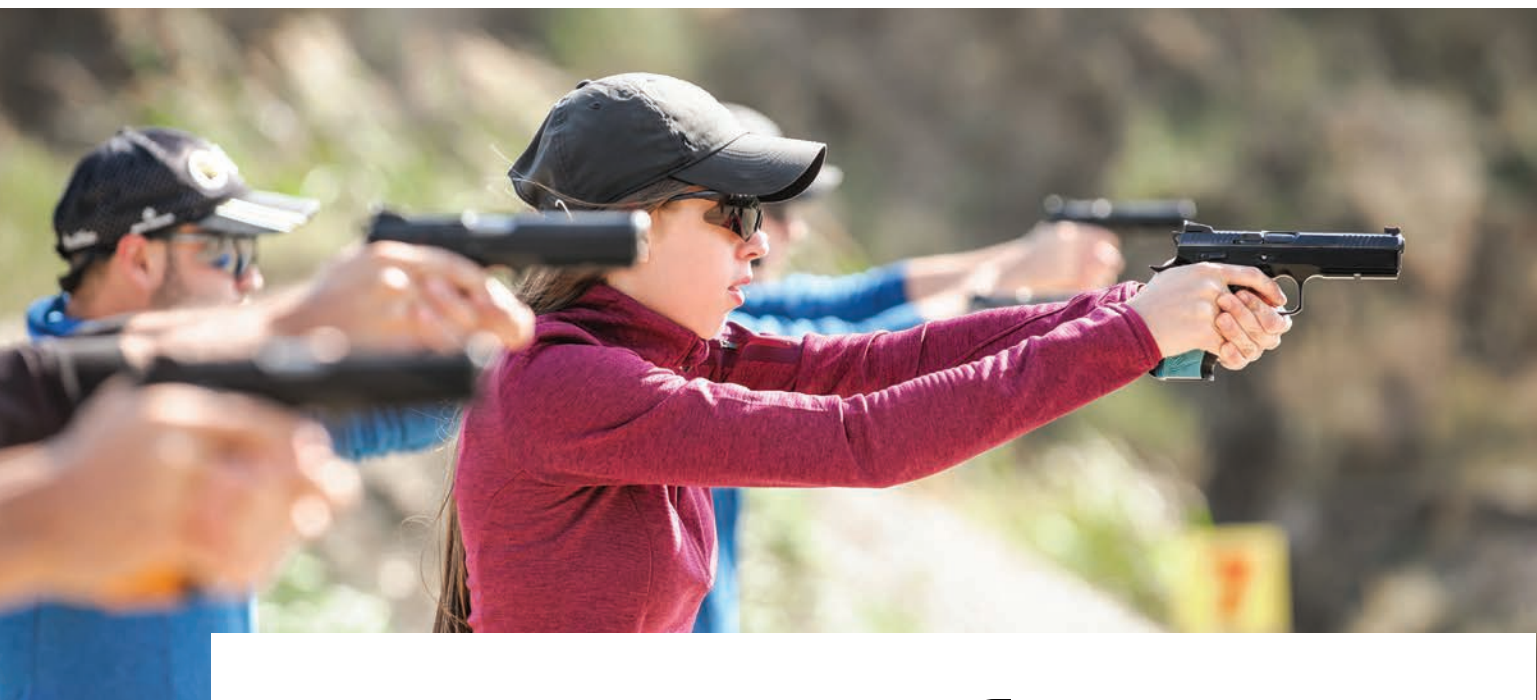
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Training Profits

We Have Their Attention, How Do We Maintain It?

By Ava Flannel

In the past two years, we've all experienced one of the most intense and prolonged buying frenzies ever. We gained millions of new gun owners, but as things start to slow down some, what are firearms instructors doing to keep new and current gun owners occupied?

We're starting to see more ammo on shelves and prices are coming down a bit, but it's still not as affordable and available as it once was, preventing many shooters from taking more classes.

What are instructors doing to serve seasoned shooters? Most of the

instructors I know, including myself, have been working overtime to cater to new shooters, filling our calendars with entry-level classes. This leaves many of our old clients in the dark.

If we do offer intermediate classes, they need to provide great value to justify the cost of ammo and/or include a curriculum with less ammo required. We no longer live in an age where we can require students to bring hundreds of rounds for a one-day course.

CUTTING EXPENSES

The price of ammunition is limiting training enrollment for all classes. It's a big cost everyone knows is there and makes customers reluctant to use what ammunition they may have or "bite the bullet" and pay inflated costs. So what

can we do? An alternative to keeping classes full is to lower the cost on other expenses.

Tara Britekrite, an instructor and manager of Saddle River Range in Conroe, Texas, said, “When the ammunition shortage was at its peak, I implemented a discounted rate for training to compensate for the increase in ammo costs and lack thereof. Thankfully the store was able to consistently keep pistol calibers in stock at a relatively reasonable price considering the drastic rise in store cost.”

This might seem like you’re taking a large cut, but it’ll encourage more students to enroll, leveling out the loss in costs.

TEACHING FAMILIES

One of the most frequently overlooked groups with a need for training I see with a lot of the new gun owners is the children in their homes. In most cases, a parent has seen the need to be able to defend their family and has wisely purchased a firearm and sought training. These people are brand-new to guns and still very much students. Rarely will they teach basic gun safety to their children, as they don’t feel qualified. This opens the door to the perfect class many instructors aren’t offering.

You can add a child firearms safety class or do what I’m doing and offer a class designed to teach the principles of firearms safety to parents and kids together in a safe and easy environment. Depending on the age level, shooting does not have to be part of this class, eliminating the issue of ammo. Additionally, by teaching this class, you add another gun enthusiast to the world.

Britekrite took child firearms safety to the next level at her range.

“Something different I implemented for the Saddle River Range location as incoming manager was Fathers’ Day. We already had Ladies’ Day and Date Night, but I thought it was also important for fathers to have a day where they



Most of the instructors I know, including myself, have been working overtime to cater to new shooters, filling our calendars with entry-level classes. This leaves many of our old clients in the dark.



Though live-fire training is the focus for Saddle River Range’s Tara Britekrite, she has also added educational classes to further expand students’ knowledge.

could receive a discounted rate when bringing their children to the range. Firearms familiarity and continued practice is very important for children as well as adults.”

If you don’t own a range, this can easily be implemented as a class geared toward children who are old enough — and mature enough — to shoot. Offer one-hour, instructor-advised sessions in small groups.

CLASSES WITH NO RANGE REQUIRED

Britekrite has also added educational classes that don’t include range time, such as a constitutional carry course that covers relevant laws, use-of-force decision-making and next steps to take. Saddle River Range works closely with USCCA, which also offers their legal seminars. These seminars are often taught by lawyers or law enforcement professionals to give students the best possible advice on owning a gun and the laws involved to ensure they’re not putting themselves or others in legal danger.

If this is something you’d like to implement at your facility, reach out to USCCA for more information. They offer a Victim Proofing women’s course that discusses a plan for action so they’re less likely to become victims. All of these classes are available for less than \$25, which keeps students engaged and coming back for more training.

I’ve mentioned dry-firing systems in previous articles — such as the MantisX, Strikeman, CoolFire Trainer and even airguns — but one thing you might want to consider adding is a virtual reality trainer. I recently installed one in my classroom from Point Blank Simulator. With a computer, camera and HD projector, you can turn a laser trainer into a much more immersive training experience for students. The system can even make use of the Microsoft Xbox Kinect to track the user’s movement for a more dynamic experience. This allows a number of training scenarios with safe dry-fire that include shooting from behind



New technologies are helping to improve the dry-fire experience, allowing us to conduct training scenarios most of us couldn't before.

cover, and it continually adjusts the view based on the position of the user.

This kind of technology enables teaching a lot of defensive scenarios you usually can't on most ranges. Force-on-force simulators are a great training opportunity a lot of people don't get to experience and it's incredibly valuable for beginners and experienced shooters alike.

ADD VALUE

For students with experience, they need to sharpen their skills. Dry-firing systems are great, but nothing can replace the experience of live-fire. As instructors, we need to add value to our classes to bring more than just having students mag dump. We need



Ava Flannel has expanded her course offerings to include families — teaching critical gun safety tips, especially needed today with millions of first-time gun owners.

to conduct the classes in ways that conserve ammo and teach them how to continue improving with fewer rounds expended.

This year, one of my assistant instructors at Elite Firearms & Training, Ron Carter, added a course called Speed & Accuracy. In the class, he covers how to diagnose shooting, build muscle memory of fundamentals and the ability to call a shot without seeing it. We rely on lots of dry-fire practice to teach the methods and a student only needs 50 rounds for the class. At the end, each student completes the class with a 10-10-10 drill. Obviously, it will be up to the student to continue practicing to fully build solid muscle memory, but the methods we introduce help them make their shooting practice much more efficient and affordable.

Other opportunities for seasoned shooters include incorporating movement and reloads in shoot-and-move-style classes. I've done force-on-force classes before with BB guns. This is a great way to teach students concealment and cover, and shoot and don't shoot scenarios.

Unfortunately, most people who complete a concealed carry course don't know anything beyond a static shooting position at a firing line. It's up to us as instructors to teach them how to respond in an active shooter situation. Also, if you've ever been hit with a BB before, you know it adds just enough pain for students to make it their mission not to get hit and to take things seriously.

STAY CREATIVE

As we face challenges, we need to stay creative and keep engaging with our students. New technologies are helping to improve the dry-fire experience, allowing us to conduct training scenarios most of us couldn't before.

With small investments in time or new technologies, we can all continue to expand our training programs to meet the needs of new shooters and provide new courses to experienced shooters during these times.

AVA FLANNEL is the owner of Elite Firearms & Training in Colorado Springs, Colo.

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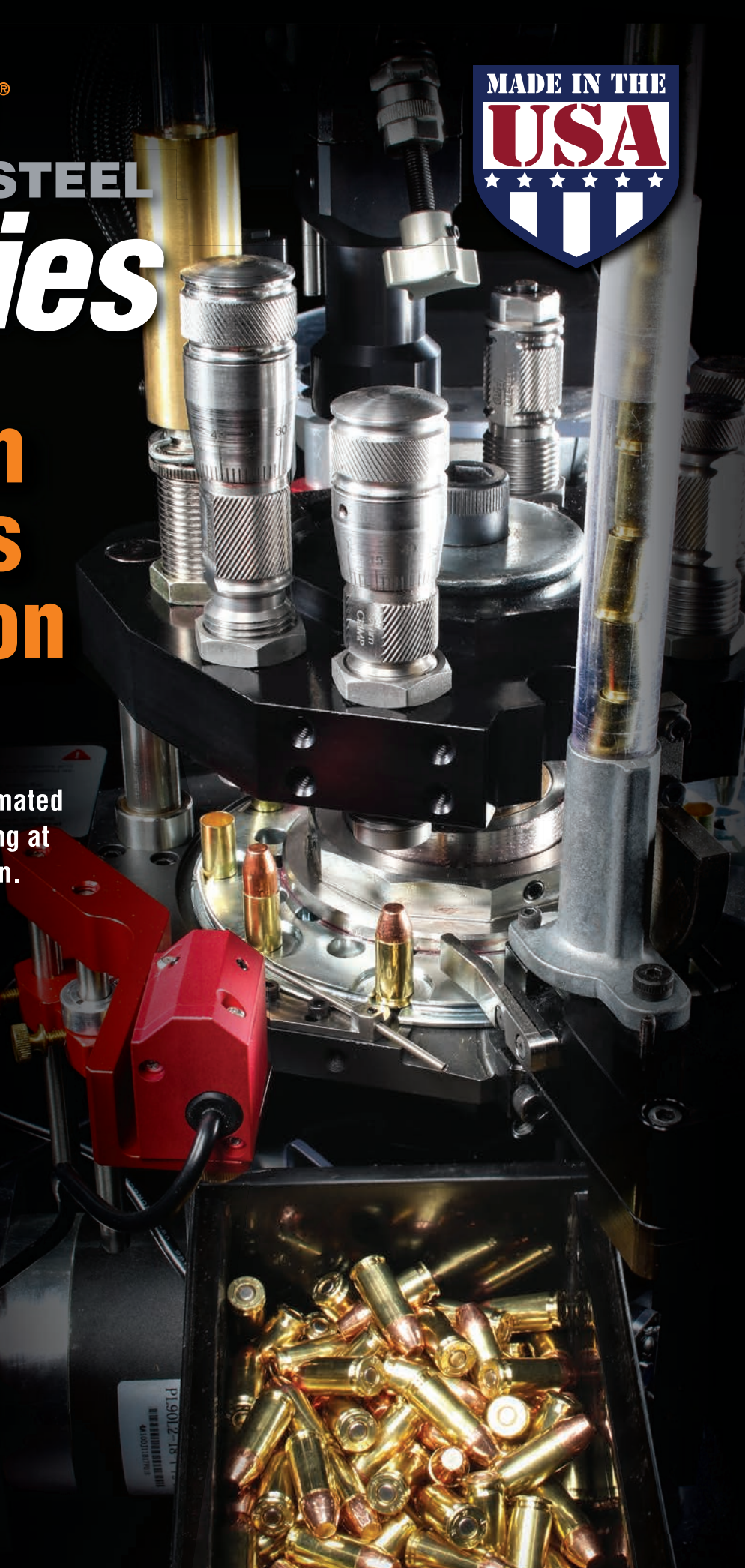
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AS we head into the first quarter of 2022, the future remains uncertain for many industries plagued by ongoing labor problems. Construction, food service, healthcare, hospitality, transportation and warehousing have been hit particularly hard by the historic workforce shortage. Businesses in those and other industries can't find enough employees. Unfortunately, there's no end in sight for the labor shortage.

How is the firearms industry — particularly gun stores and shooting ranges — faring in this

current climate?

Historically, the shooting sports industry tends to stand apart. Economic factors that might cripple other industries, for various reasons, often have little impact on firearm and ammunition sales. In addition, many who choose to work in the shooting industry are enthusiasts with a passion for the products. For them, working at a gun store or range is a dream job. Are those factors alone enough to protect FFL dealers from labor problems? Are gun stores and shooting ranges experiencing the

same difficulties hiring and retaining employees as other industries? If so, what are they doing to overcome the challenges?

To help answer these questions, we spoke with David Rich, owner and lead instructor at Naples Gun Shop & School in Naples, Fla.; Hillary Dube, owner of HNR Gunworks in Inverness, Fla.; and Jared Sloane, operations director at Shoot Smart in Fort Worth, Benbrook and Grand Prairie, Texas. They shared their experiences and strategies for hiring new employees, retaining staff members and more with *Shooting Industry*.

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Are you currently operating with fewer employees? How is this affecting your day-to-day operations?

Dube: We're having such a hard time hiring and need people for the snowbird season and for the holidays. We usually have at least three more employees, so averaging about 8-10. Today, we're running with six. It has been crazy! We would typically hire only vets or L.E. professionals and used to be 50/50 male/female, but now we only have one male employee.

Rich: The main area I attempt to hire is for part-time Certified NRA Pistol Instructors. We have a great demand for the 101 classes that also qualify for the Florida Concealed Weapons & Firearms License, but we can't come close to meeting the demand due to a lack of instructors.

Sloane: Yes. We're at a 20-month low, but we're hiring again. Our customer service and experience has been hit hardest. While we haven't had to close stores or reduce hours, we've been very close. Managers have been pulling extra shifts and we're utilizing more overtime and senior staff fill-ins than usual. For most of 2021, we struggled to both retain and recruit staff. Going into the pandemic, our average starting wage was \$10-\$11/hour. Between fears of the virus and the extra unemployment benefits, we struggled to get people to work. Most importantly, we struggled to find the ideal candidates to hire. More often than not, we're hiring any applicant who meets very minimum standards.

What do you think is causing the staff shortage?

Sloane: I think we're competing in a very discerning labor market. We have to compete with all retail businesses for any candidate, and I think many people are re-

evaluating the work they're willing to do. In my experience, gun-range work doesn't appeal to everyone, the way working at The Gap or Target might, so the pool is smaller already. And many businesses are already paying higher starting wages, like local gas stations and fast food chains, so the pool shrinks some more. Throw in competitive health benefits, college tuition, stock options and cash signing bonuses, and we're at a significant disadvantage. The pool is very small.

Dube: I wish I knew so I could fix it! We have had quite a few staff out with COVID-19 and we require a negative test to come back, so our regular staff has also been limited. I am lucky to have had a good crew before this all started. We've noticed a decrease in people applying for open positions and can only imagine people are afraid to come back to work and deal with such a large number of people in public.

"I think pay is still a key driver for talent."

Jared Sloane, Shoot Smart

Is it harder today to find employees who have the necessary experience than in the past?

Rich: Yes. As an example, one of our pistol instructor applicants offered no evidence of any experience with handguns, yet wanted \$70,000 a year for a part-time position. Almost all applicants we've screened are not qualified for consideration.

Dube: I've *always* had a hard time finding gunsmiths, but I have noticed even getting sales associates and NRA Instructors has been difficult lately.

Sloane: Not necessarily. I think pay is still a key driver for talent. When starting wages were \$10/hour, a top-tier, skilled candidate might draw 20-50% more. That's still the case, but now we're starting at \$12 or \$13/hour, so the top talent needs to see \$15-\$18 or more to get their attention. We're paying that now, and the number of talented or skilled candidates has significantly improved.

In years past, how did you typically advertise an open position?

Dube: It was all word of mouth or customers who ended up working here, but many people now are not looking for work, so we're planning on changing how we operate and hire.

Sloane: Our best and most senior team members came in and asked to work for us. They've been with us for years. Other successes include Indeed posts and social media posts for "help wanted."

Are you doing anything differently now to attract workers? Offering any additional incentives?

Rich: We had job postings on Facebook (which, as you know, hates anything to do with firearms, including safety classes) as well as other, more formal job recruitment websites. The Facebook ad brought us next to nothing, but then again, Facebook was throttling the actual exposure of our ad. The formal job sites brought us applications from unqualified candidates who wanted outrageous salaries. After five months, we've been able to bring aboard a few instructors and will soon be offering additional classes to meet the present demand.

Dube: At a recent staff meeting, we were talking about paying a service like Indeed to start hiring more experienced employees and possibly Facebook as well, just to expand the search.

Sloane: We're basically advertising the same job, but with much higher pay. And it's working.

Are you offering any additional incentives to retain current employees?

Dube: We haven't yet, but we have thought about it. Have other businesses offered this and had it work? The gun industry is hard for this as training takes time and there is a high turnover rate in sales.

Sloane: In addition to pay increases, we're refreshing our PTO policy to align better with how it's accrued throughout the year, making it more friendly. And we're going to launch

“
**Training and
keeping people is
always a challenge
as a gun-store
owner.”**

Hillary Dube, HNR Gunworks

health benefits later this year. We're also commissioning some sales, like certain class registrations and membership enrollments, so staff members feel better recognized for those efforts.

What advice would you give to other gun-store owners and range operators who are having trouble hiring and retaining employees?

Dube: Training and keeping people is always a challenge as a gun-store owner. Taking the time to train the right way and retain people can be challenging, so I would say invest time in people and train them right and treat them right.

Sloane: None. I wouldn't say anything we're doing is special or unique. Like everyone else, we're just trying to keep the doors open. **SI**

Dealers, have your say — is your operation facing challenges trying to hire new team members? How are you mitigating the impact of this happening? comments@shootingindustry.com

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10 Ways To Rethink Your Marketing Strategy

OWN YOUR CUSTOMER IN 2022



BY SHARI LEGATE

Living through 2021 was more than a challenge. Making it through this past year with your sanity in place — as well as a marketing strategy — was a major accomplishment.

As we discussed in the first part of this series (published in the Dec. 2021 issue), the way we marketed changed drastically

due to the pandemic. The lockdown and the restrictions required people to stay indoors, so we had to change the way we do business, because our customer changed the way they did business with us.

The statistics laid out in last month's article showed the substantial growth in the use of video and social media platforms during the past two years. We also saw how the consumer changed their content preferences. As a result, the online marketing world is now using video as its number-one strategy. You see

it on all the social media platforms: different types of video marketing created and distributed by companies, brands, retailers and individuals.

Consumers switching to a specific form of content and marketers changing their content marketing is nothing new. But how do we market to a customer whose buying habits have changed so considerably over the past two years?

TAKE OWNERSHIP OF YOUR CUSTOMER

Make 2022 about owning your customer. Because probably at this point, you don't. The social media networks do. There are so many metrics and dependencies in today's algorithms affecting the delivery of your message that most likely your customer is not hearing you. There are over 500 million tweets sent out every day and over 6 million businesses use Facebook ads to reach their audience. That's a lot of noise to drown out and we all know the attention span of today's consumer is even less (!) than a goldfish.

If you don't know your customer base, where they are, who they are, what their needs are and how to reach them, then find out. Yes, it's easier said than done, but it's not impossible and in the end, you'll see some amazing results.

A NEW STRATEGY

So, how do you begin? There are more marketing trends being tossed around for 2022 than ever before; here, we're going to focus on owning your customer.

Google announced in 2020 by 2022 it was ending support to third-party cookies in their Chrome browser. This may not seem significant to many, but keep in mind, Chrome has almost 70% of all market share and cookies are how companies and brands understand their customer.

There are other ways to find out about your customer and build loyalty without the metrics and analytics digital marketers rely on and more often than not, it'll give you a better picture of who your customer is.

1. Start A Newsletter. Getting into your customers' email space will give you their undivided attention. But the content within the newsletter needs

to be compelling and entertaining. A listing of products and services available is a quick turn-off. Instead, converse with your customer. Ask the product manager, sales manager and other key staffers to write columns. It can be about anything. Let your customer get to know you through the newsletter.

2. Create Online Events. Start doing webinars, seminars, even product launches. Use your existing website to promote the event and glean data directly from your attendees. You'll know who they are and where they are — and make it interactive so they can ask questions. You can use that to build customer profiles for future marketing campaigns.

3. Create B2B Content. Surveys are showing B2B managers are going on Google more and more to find products and services they need. B2B content should be part of your 2022 strategy. Instead of cold calling

**We had to change
the way we do
business, because
our customer
changed the way
they did business
with us.**

or sending an introductory email on LinkedIn, create content specifically targeting the B2B manager and promote it as such.

4. Have A Strong Brand Image. In today's world, image is everything. The car you drive and the clothes you wear are all taken into consideration, so why would it be different with your brand? Choosing the right words and creating the right message in marketing campaigns will have your customer trusting your brand over others.

5. Become A Resource. Create a monthly video tutorial, a weekly podcast or vlog so your customer comes back to your website on a regular basis to see what's new. It can be about a specific product or weekly promotions. Make it interesting and enticing so it becomes a regular habit for them to tune in.

6. Connect Instead Of Sell. Sales have been up and down over the past two years — screaming out "*Buy from me now!*" will only turn off customers. Connect with them, don't sell to them. Explain why this particular product or service is needed and how best they can use it. Putting an ad on your website with a price that can't be turned down may get you a sale, but it'll be a one-time sale instead of a long-term customer.

7. Be A Content Twister. The phrase "Content Is King" has been ingrained into every marketer and content creator, but let's take a look



As you know, "Content Is King." But if you can be a "content twister," your message will stand out from the several-thousand ads customers see every day. Thought-provoking content, like a fresh take on belts, will advance sales opportunities.

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at it. It's estimated the general public sees between 4,000 and 10,000 ads each day. That's mind-numbing and has forced consumers to turn a blind eye and ear to those ads. Instead of content that merely sells, make it thought-provoking.

As FMG Publications' Video Producer, I recently created a video for a company that makes belts. Let's face it, there's not a lot of excitement and sexy sizzle when it comes to a belt. They hold up pants and carry holsters. When the video was presented to the client, they were thrilled saying, "We turned something you don't think much about into something you have to have." Twist your content and the upshot will be higher sales.

8. Become More Personalized. In 2022, there will be more and more video channels, websites, podcasts, etc. Find out what platforms your customer is using and personalize your message to those channels. Each platform appeals to a different group of customers and by personalizing your message to it, you're reflecting their voice, reaching them more effectively.

9. Improve Storytelling. I'm a big believer in storytelling and being a better storyteller will set you apart. Consumers are tired of hearing how fantastic the product or service is. They expect it. Instead, explain how it will solve a problem, why they need it or how it will improve something they already have. Storytelling will be the way to market in 2022. It may not sell product directly, but it will get the consumer thinking about you.

10. Be Different. Don't be afraid to think outside the box. Just because something hasn't been done, doesn't make it wrong. New approaches will garner new results. Try TikTok or a short-form video ad on Facebook. Create a news-style virtual event or put a video ad in the chat box. Be different and stand out.

Consumer habits have changed and 2022 are bringing some very fundamental changes to digital marketing. Be prepared for it and embrace it. It'll be a fun ride! **SI**

Editor's Note: To see part one of this story, visit shootingindustry.com/discover/look-back-to-move-ahead.



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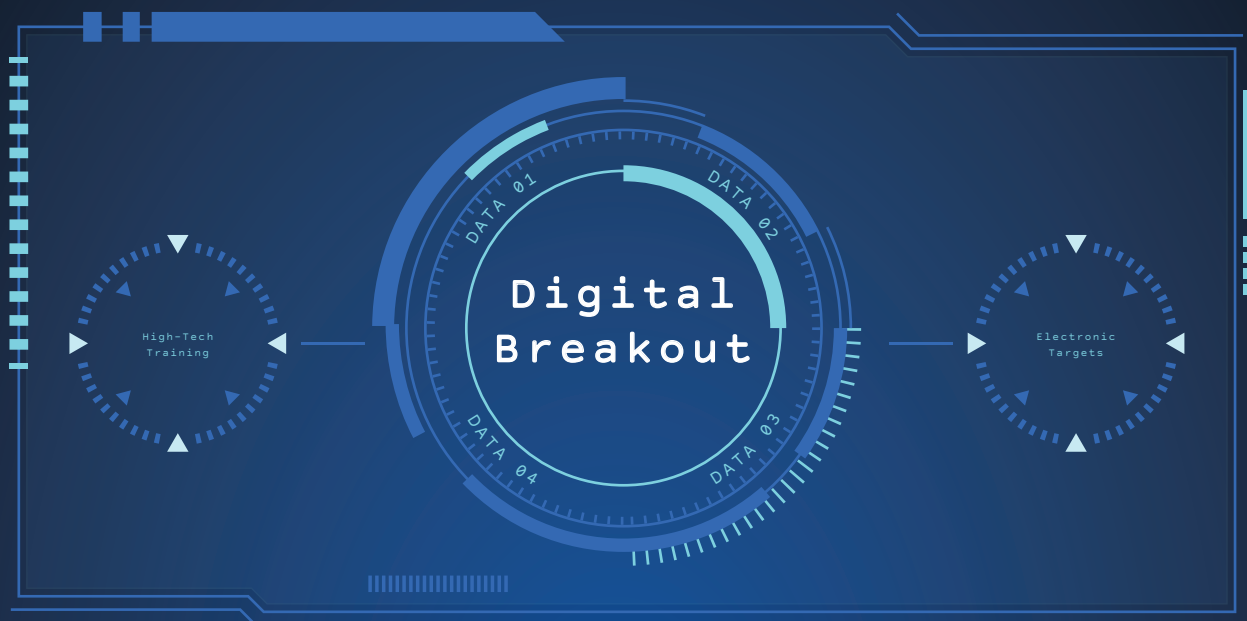


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BY SERENA JUCHNOWSKI

WHAT IS TECHNOLOGY'S PLACE IN STORES + RANGES?

Something I've heard dozens of times before: "That's not how we used to do it." Have times really changed? No matter how archaic an object, some part of it will have been an improvement, or attempted improvement, on what came before.

Firearms and ammunition are more accurate. New materials make frames lighter. Some scopes even communicate with a rangefinder to adjust your aiming point for you. How much is too much? This is a question no one knows the answer to

though it's foolhardy to deny the advantages technology has brought. More ethical shots on game, advances in self-defense and training tools have made discerning users more responsible firearm owners and more accurate shots.

BENEFIT: ELEVATING MARKSMANSHIP

While it's largely up to consumers and firearm owners to take these steps on their own, it can be valuable for dealers and ranges to offer technology for either purchase or use that helps consumers meet their end goals.

If the goal is to improve marksmanship, stocking training tools like the Mantis X10 Elite may be prudent.

This system works with rifles, pistols, shotguns and bows to analyze shooting in real-time. An accompanying app allows the user to work through both dry-fire and live-fire drills to improve accuracy. This device enables people to practice and learn at home and on their own. Though nothing replaces official training, it's a great way for people to hone their skills and in light of the pandemic, to do so in the comfort of their own home.

Mantis isn't the only high-tech training system on the market. The SCATT system uses a camera to record movement and allows users to print out scaled-down targets and shoot for score on recognized

targets. The SCATT tracks your movement as the Mantis does, but provides more data points and opportunity for analysis. The Mantis in turn provides more real-time feedback and instruction. SCATT is far more expensive than a Mantis system. Some gun clubs, usually those aimed at serving competition shooters, have invested in loaner units members can use on the property.

VALUE-ADDED OPTION FOR RANGE MEMBERS

This presents an interesting idea for ranges — incorporating technology into member benefits or into the ranges themselves. With typical outdoor ranges, shooters need to call a ceasefire to go downrange and examine targets. Shooting on paper to sight in, especially at distances beyond 50 yards, requires a spotting scope or some other way to see shots to make adjustments.

Longshot Target Cameras offers a solution to this problem. Users set up a camera in front of the target and connect to an app for a live video feed of the target. This allows users to take photos and videos, watch what transpires on the range and to mark shots with not only different numbers but colors, too. This is useful for load testing, multiple shooters and more. The portable system is wireless and different models are available for various distances. The Longshot Marksman is effective out to 300 yards while the LR-3 works out to 2 miles.

In an age where content is king and the

sharing of experiences through media is so important, technology like this not only increases efficiency on the range but also provides a new avenue for others to promote the 2A and shooting in general. Electronic targets transform individual sports into ones enjoyable for spectators. The Civilian Marksmanship Program (CMP) has embraced this technology, offering benches and live screens of KTS targets in the Gary Anderson Competition Center and air-rifle range. CMP also has a 100-yard sight-in range featuring KTS targets at its Camp Perry headquarters.

Where the technology really shines is in matches across the country and at the CMP's Talladega Marksmanship Park, a state-of-the-art facility with electronic targets out to 600 yards. CMP does require range visitors



In an age where content is king and the sharing of experiences through media is so important, technology not only increases efficiency on the range but also provides a new avenue for others to promote the 2A and shooting in general.

to qualify on a 100-yard electronic target before moving to those further away. Electronic pistol targets are also available.

THE DOWNSIDE

Electronic targets are something ranges and gun clubs have only recently begun to experiment with. Some ranges have purchased their own sets of electronic targets for member use, while others don't supply them, but allow members to store them. Perhaps the largest concern, depending

upon the target type and manufacturer, is a shooter accidentally striking wires, microphones or tech, making for a potentially expensive replacement.

This is one of the reasons why Tony Shankle, CEO of Strategic Edge Gun Range in Chapel Hill, Tenn., hasn't integrated electronic targets at his facility.

"It didn't impress me at all. It wasn't something I thought would survive the day-to-day of a commercial gun range," he noted. "They may be great during



Serena is using the Longshot LR-3 two-mile system to sight in a .22 LR at 200 yards. This system makes it possible to see and mark impacts on the corresponding Longshot app. (Photo: Max Crotser)



Consumers are looking for ease of use and ways to preserve the information they gain, whether it be ballistics data or a picture of an impressive target.

a match, where you have a very controlled situation and you have people shooting supposedly on target all the time, most people can do that in a match. But when you get in a commercial situation where you don't have control over every single bullet going downrange, they're going to hit target frames, cut wires."

Shankle recognizes electronic targets have come a long way since his first experiments with them and for controlled settings they're great, but for a commercial gun range, they may not be the best option due to the wide array of member skills and number of things that can go wrong.

Strategic Edge is anything but anti-tech, equipped with a custom 4K wireless target system powered by solar panels. High-definition cameras send signals from the range to the clubhouse and computer to eventually show up on TV displays on the long-distance rifle range. Similar to the Longshot system but lacking the content sharing and ability to zoom and mark shots from a mobile device, the cameras allow shooters to see splatter on steel. While some will go downrange to paint steel, other members of the

private range will never venture past the firing line during their shooting session.

PAPER & CARDBOARD NO LONGER ENOUGH?

Shankle noted like any tech, people are beginning to get used to electronic targets and similar systems.

"They don't consider them a luxury item ... they consider them a necessity," he observed.

Consumers, shooters and reloaders have also come to expect greater precision in equipment and data collection as ballistic calculators

are available on any smartphone. LabRadar, for example, has taken chronographing to the next level, utilizing Doppler radar to obtain projectile velocities of rifles, shotguns (slugs only), handguns, pellet guns, BB guns, bows and arrows and more.

A typical range trip doesn't just include a paper target and cardboard anymore. Consumers are looking for ease of use and ways to preserve the information they gain, whether it be ballistics data or a picture of an impressive target.

KNOW WHAT YOUR CUSTOMERS WANT

There's risk involved with everything, and it's important to understand what your customers are looking for. Are they

dedicated marksmen looking to improve or weekend plinkers? Do they just like the sound of hitting steel? Do they care where their shots land? Regardless of if you incorporate tech into your offerings, it's important to keep an eye on what is happening within the industry and how something as simple as "going to the range" has changed.

More expensive options — like SCATT (\$749–\$1,899 MSRP) or LabRadar (\$559.95 MSRP) — might be opportunities to offer more to members on a loaner basis onsite. Products like Mantis can be easily stocked, giving consumers a way to use the gun they just bought from you when no ammunition is available. **SI**

What technology advancements do you see capturing the interest of your customers? Let the SI team know: comments@shootingindustry.com.



View of a KTS target monitor at the Civilian Marksmanship Program's Talladega Marksmanship Park.

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Why You Should Repurpose Content.

By Ashley McGee

In a world with Amazon Prime, on-demand streaming services and the internet in the palm of our hands, consumers have grown accustomed to instant gratification.

Businesses across all industries have been plagued with finding innovative ways to meet this expectation — a conundrum largely responsible for the disconnect between those in traditional sales roles and those in marketing.

Business owners and sales staff want to see results fast. They want more in-store foot traffic, more website traffic, more

social media followers and ultimately, for all of those to convert to additional sales. But the key to successful marketing is consistency over time.

THE RULE OF 7

For decades, marketers operated based on the Rule of 7 — a principle developed by the movie industry in the 1930s. The Rule of 7 states a prospect needs to “hear” an advertiser’s message at least seven times before they’ll take action to buy a product.

But thanks to the rapid rise of the internet and social media, the Rule of 7 has gone entirely out the window. Your company’s message will likely need to

be seen more than seven times just to cut through all the noise filling people’s newsfeeds.

Every minute of the day, users conduct 5.7 million Google searches, share 65,000 photos on Instagram and 240,000 on Facebook and stream 694,000 hours of video on YouTube.¹ Additionally, 6 million people shop online, including Amazon customers who spend \$283,000 every minute of the day. And those are only a handful of the existing digital marketing channels.

So the question is, how can businesses possibly create enough content to cut through the noise and reach potential customers on all of these platforms?

The answer is simple: Work smarter, not harder. Focus not only on consistency, but on quality over quantity, too.

BENEFITS OF REPURPOSING CONTENT

Many small- and medium-sized businesses often fall into the trap of always trying to come up with something new — a new sales promotion, their next social media post, another video they’re hoping will go viral. Creating that much new content all the time isn’t sustainable. And when it doesn’t tie in with the overall marketing strategy, it’s an ineffective and inefficient use of your time.

Try repurposing content instead.

Repurposing content is about using the resources you already have in new ways. It allows you to provide the content your audience is searching for, in all the places they search.

Done correctly, repurposing content offers multiple benefits. It can not only help you reach a new audience, but it can also provide an SEO boost, reinforce your message and strengthen your position as a subject matter expert.

HOW TO REPURPOSE CONTENT

Start by combing through the data you have from past marketing initiatives. Have a blog on your website? See which posts have had the most views. Do you actively market your business on Facebook or Instagram? Look back at what posts have had the most engagement. Have you invested resources into growing a YouTube channel? Find out which videos have received the most views. This will tell you what information (and products) your audience is most interested in.

While doing this, make note of any topics you might be able to improve on. Maybe something has changed or you've learned new information since it was published. Also make note of opportunities to alter something for a different platform.

The important thing to remember is content repurposing doesn't just mean you reuse an old piece again and again. It

requires you alter it to make it fresh and appealing to a new audience.

Blackstone Shooting Sports in Charlotte, N.C., is a great example of how to implement multi-channel marketing.

On their website, you'll see a page in the main navigation for booking a private party at their range. The page includes a bulleted list of occasions, such as birthday parties, bachelor and bachelorette parties, team-building events and even holiday parties, for anyone who might be interested in hosting the type of experience Blackstone offers.

Then, when you go to their blog, you'll see a post about private events. They take the same bulleted list from their webpage and expand on each of them with a short paragraph. The blog also explains more in-depth about the benefits and what's included.

On Blackstone's YouTube channel, there's a short video just over 1-minute long about why you should host your next event or private party at their facility. This same video was also uploaded directly to their Facebook page. It could also easily be trimmed down into even shorter 15- to 30-second video clips to be shared on Instagram.

Here's why this matters. Someone could have scrolled past Blackstone's blog post when they saw it shared on Facebook because it looked too long to read. But, watching a 1-minute video with virtually

the same information could have been more appealing. Similar audio could even be recorded and repurposed for a local radio advertisement to reach someone who doesn't follow Blackstone on social media at all to hear in the car on their daily commute to work.

The point is one single piece of content can be used in a dozen or more ways.

Your company's message will likely need to be seen more than seven times just to cut through all the noise filling people's newsfeeds.

Has your store or range been wanting to start an email newsletter, but think you don't have the time or resources to put one together? Highlight a paragraph and link back to a recent blog post, embed your most recent YouTube video, share a customer testimonial you received on Facebook or Google. Leverage the assets you already have.

CREATE DIVISIBLE CONTENT

When you do have a new marketing idea,

do yourself a favor and think in terms of divisible content up front. Divisible content typically involves a longer, more in-depth piece of content that can be chopped into smaller sections capable of standing on their own.

Get yourself a designer, marketing team or outside help from someone who can whip up a supporting network of infographics, blog posts, social media content or video clips. Rather than going back to an idea and trying to do this after the fact, you can already schedule these out across all of your platforms over the course of a few weeks or months depending on the length of your campaign.

Remember, successful marketing is all about the long game. Whether it's your website, a YouTube channel or other social media accounts, one of the worst things you can do is start something, but not invest in its maintenance. Repurposing content and creating divisible content are some of the most cost-effective and efficient ways your store or range can prevent going dormant, continue engaging with existing customers and reach new ones. **SI**

Footnotes:

1: <https://www.socialmediatoday.com/news/what-happens-on-the-internet-every-minute-2021-version-infographic/607586>

Dealers, have repurposing content tips? Let us know! comments@shootingindustry.com.

Innovative Ranges & Revenue Streams

BY CAROLEE ANITA BOYLES

AS much as retail gun shops have changed the past few years, ranges have changed even more. Today's successful ranges are brightly lit destinations spots with catering or food available, large spaces for events and even cigar bars where patrons can spend time together and have a sip of brandy after they're done on the range.

Let's look at three facilities that are transforming the blueprint of what makes a successful range today.

WILSHIRE GUN *Oklahoma City*

Jeff Swanson, a partner in NexGen Range Consulting, shared the impetus behind his entrance into the firearms industry.

"Here in gun-loving Oklahoma, when I tried to purchase a handgun and walked into a gun shop, I didn't have a good experience. It was intimidating, and I didn't get to try the gun before I purchased it," Swanson recalled.

Swanson was annoyed enough by the experience he started developing his own range: Wilshire Gun in Oklahoma City, which opened in 2014.

"I wanted it to be light and bright," he shared. "I wanted someone to walk in and have an Apple store-type experience."

Swanson put pistols on display on round tables so customers could look at them easily. He removed the firing pins to make them safe and wired and tethered them to the tables, very much like





◀ Top: Boasting a two-story range with 16 lanes, Hot Rod & Handguns' facility has several state-of-the-art features — including sound-dampening technology to reduce dB levels, a user-friendly touch-screen control panel, a target system that rotates 360 degrees and programmable target movement.

Middle: Wilshire Gun members are privy to modern accommodations in the members' lounge. The addition of a Range Café extends a patron's range visit.

Bottom: Providing a social element to its business, Hot Rod & Handguns regularly hosts car shows to expand its reach in the community.

electronics on display in an Apple store.

Swanson also installed additional amenities for customers to enjoy.

"We have a full restaurant," he said. "As a business consultant and attorney, I had developed several restaurants over the years, so I loved the idea of food and beverage."

THE SNOWBALL EFFECT

What Swanson found was activities that reach out to growing demographics — whether those activities are cigar bars, axe-throwing or other non-shooting events — get customers into the shooting range, as well. This became particularly crucial after the start of COVID, when many new gun buyers needed places to shoot and to learn about their guns.

"These activities bring customers in for the first time, in a safe, non-intimidating place," Swanson noted.

This effect snowballs as customers partake in what ranges of this type have to offer.

"A member will come in for lunch and bring in three friends who aren't members,"

"When there's a lot to do, it entices them to come back and to want to become a member, because there's more to do than just come in, shoot and leave."

Jeff Swanson, NexGen Range Consulting

he shared. "They come in and have a great lunch, and see how different this place is, and then they come back and bring someone else. The draw is the restaurant or the event to get them in, and once they're in we find they stay. When there's a lot to do, it entices them to come back and to want to become a member, because there's more to do than just come in, shoot and leave. It's the idea of having multiple profit centers so it's not just one draw."

HOT RODS & HANDGUNS *Huntington Beach, Calif.*

Tim Miller was able to realize his dream when he

developed and built Hot Rods & Handguns Shooting & Social Club in Huntington Beach, Calif. After a career as an engineer and designer and general contractor, 15 years ago Miller helped found a bank. When the bank was acquired by a larger bank, he decided to turn two of his hobbies — working on hot rods and shooting — into a business. Miller loved the location and layout of the property where his corporate offices were located in Huntington Beach, so he repurposed the property into a social club.

"I have a car collection, and it was already in the building," he said. "That's the hot rod part. I've also been shooting my entire life. So, I combined the two."

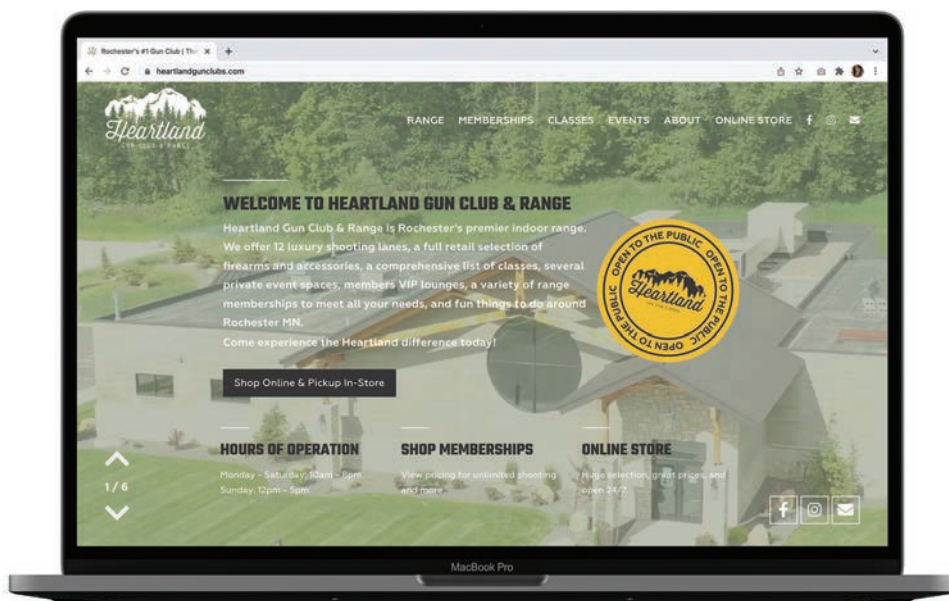
He did a lot of research on non-traditional shooting facilities to see what worked (and didn't) for other ranges.

"I saw a lot of great places, but they all had a common theme," he noted. "They were all shooting places, and I didn't want to be known as a shooting place. So we called it the Hot Rods & Handguns Shooting & Social Club; we're essentially a social club that happens to have a shooting range in it."

LIVING UP TO ITS "SOCIAL CLUB" NAMESAKE

About 60% of Hot Rods & Handguns' membership are avid shooters and about 40% are non-shooters, although some of them have started shooting since they joined the social club, according to Miller.

"People come here for business meetings or a nice dinner with the family. It's a socializing place," he added.



Heartland Gun Club & Range has developed a unique business, while catering to shooters, it also hosts a variety of private events at its pristine facility. It's a model Owner Pat Egan is looking to replicate in other areas.

“We wanted to create a place that was inviting with a safe, higher-end atmosphere.”

Tim Miller, Hot Rods & Handguns

The shooting range features 16 lanes with state-of-the-art technology.

“They’re Action Target lanes with the latest and greatest equipment in them,” Miller said. “It’s high tech and all computer controlled. We’ve spent time, engineering and dollars on our HVAC system, so it’s a really safe atmosphere.”

Two restaurants offer food and full beverage service. One restaurant is called The Flight Deck, and

has an aviation theme.

“The Flight Deck is on the second floor, a white tablecloth restaurant,” Miller shared. “Downstairs is the American Grill, which is more lunch-type fare for a lighter dining experience.” An award-winning chef creates unique and spectacular dishes for each restaurant.

Hot Rods & Handguns also has two bars. One is a replica of an 1880s saloon; many groups rent it for bachelor parties and other events. Three conference rooms are available for members to use, and firearms classes are held in a classroom dedicated to the purpose; classes range from very basic to advanced tactical training. A pro shop has full firearms-related inventory.

“We wanted to create a place that was inviting with a safe, higher-end atmosphere,” Miller stated. “Our biggest target in design was to make it a place my

granddaughters could come to if they were of age. We’re proud of it, and we’re proud we have almost as many female members as we have men. They come on their own, they come with their spouses and we have women’s events. We have a group here called the Sister Society, which is a club of about 100 women who meet once a month.”

TAKING SAFETY A STEP FURTHER

Alcohol sales in a facility with a shooting component presented some challenges. Miller shared the California Alcohol Beverage Control Board, the Department of Justice and the city only required they separate alcohol and firearms. Miller and his partners weren’t satisfied and hired software engineers to create a proprietary program to better control the separation between the two.

“When you come indoors, you have to swipe your

membership card, so we know you're here, and when you leave," Miller said of the check-in process. "If you come here to shoot and to have a drink, you must do it in that order. If you sit down at a table or one of the bars at the restaurant and order an alcoholic beverage, you must swipe your card. It automatically interlocks with our range software, where you also must swipe your card to get into the range. If you've purchased alcohol within the last 24 hours, your picture pops up on the screen and you're locked out."

HEARTLAND GUN CLUB & RANGE

Rochester, Minn.

Pat Egan, one of the owners of Heartland Gun Club & Range in Rochester, Minn., has taken a different approach to bringing in new and different clientele. Although Heartland Gun Club & Range still focuses on shooters, they have developed an outstanding private-event business.

Egan is a real estate investor and developer, as well as a lifelong bird hunter. He was involved in the development of another high-end range in the Twin Cities and realized there was an opportunity for a membership-type facility with an event space component in the Rochester area. He and his partners set out to develop a range to cater to everyone from the novice shooter to the experienced firearms enthusiast.

"We have a range, and we have event space and training space," Egan shared. "We have two levels of membership, a basic level and a VIP level we call Refuge Club. Refuge Club members have their own space they can get into 24/7. They can't shoot 24/7, but they can get into the space, which is like a private club. You can go there and use the business center if you want to do some work."

One of the goals Egan and his partners had in the development of Heartland Gun Club & Range was to create a range with a welcoming

environment to attract customers of all backgrounds — which is reflected in its diverse staff.

"Our manager is a 20-something female who is a rock star," Egan said. "We have an RSO who is more of an old retriever RO than an attack dog RO. We've also made our stalls a little wider than normal, so if there's a male instructor in with a female student or vice versa, they're not in each other's personal space. And we know not all women want a pink gun."

RETURN OF EVENTS KEY

Although Heartland Gun Club & Range doesn't have a restaurant in their facility, they do have the capability of working with caterers for events.

"We have two kitchens with ovens, and we built an area next to an exit from the building where caterers can come in without going through public space," Egan noted. "We also have outdoor space where we can do a big barbecue."

The range has worked with a couple of caterers who now know the facility and what's available there, which has increased the efficiency of catered events.

Egan and his partners are not content to have just one range with this model. Between them they have enough capital to build multiple ranges in the Midwest and Upper Midwest. They're looking as far as Iowa and Wisconsin for possible locations to build other ranges similar to Heartland.

"We lost all our events and became an online business for a year because of COVID," Egan shared. "But now the event portion of our business is coming back, and we're approved for our new facility in the White Bear Lake in the Twin Cities area."

Our industry's new demographics need a new kind of shooting range. These ranges, and others around the country, are showing what can be done to cater to shooters for whom "We've always done it that way," just doesn't work. **\$1**

For more info:
wilshiregun.com
hotrodsandhandguns.com
heartlandgunclubs.com



Wilshire Gun's Range Café serves as a place for members to bring guests, which can lead to repeat visits. "It's the idea of having multiple profit centers so it's not just one draw," lends Owner Jeff Swanson.



HONORING OUR HEROES

HAVA Blends New, Recurring Events To Expand Offerings For Veterans

BY JADE MOLDAE

Approaching 15 years of serving thousands of disabled veterans and injured active-duty military personnel — and their families — Honored American Veterans Afield (HAVA) enters 2022 poised to further its mission of serving our nation's heroes with the return of a full slate of events.

According to HAVA Chairman Tom Taylor, the organization has weathered the storms of the past two years — taking the opportunity to establish new partnerships and refine its operations.

"2020 knocked us out of the saddle with being limited to hosting small events, while 2021 was a year of getting back up to speed," he shared. "In 2022, we're going to have a full agenda of large HAVA Family Days, small-to-medium-sized training events and multiple hunts."

NEW PARTNERSHIPS AMPLIFY IMPACT

Despite being limited to smaller events due to COVID-induced restrictions, HAVA has been very active developing new partnerships that will enhance its offerings in 2022 and beyond.

In July 2021, HAVA and The Independence Fund (TIF) conducted a joint event to host nine Army and Marine Corps veterans for two days of pistol training and shooting a steel challenge match at the world-class CMP (Civilian Marksmanship Program) Talladega Marksmanship Park in Talladega, Ala.

"The event was kept small, but HAVA seems to have forged a new relationship with CMP Talladega and is looking forward to doing larger events there in the future," Taylor said.

Due to their shared goal of assisting veterans and their families, the partnership between HAVA and TIF has blossomed thanks to events

like the one held at CMP Talladega.

"It's so easy for these two organizations to join forces for this event and others, as both share the same goal — to help veterans, period," Taylor noted.

HAVA's efforts caught the attention of Matt Light, former New England Patriot offensive tackle, three-time Super Bowl champion and co-founder of the Light Foundation, who made HAVA a beneficiary of the Light Foundation's inaugural Corporate Training Day in Sept. 2021.

"HAVA attended the event in Mapleville, R.I., as shooters, and Matt Light made HAVA a beneficiary for \$50,000 — an incredible source of support," Taylor said.

In October, HAVA took seven Army, Navy and Marine Corps veterans on a "blast and cast" weekend in Western New York — which included a tour of Niagara Falls, shotgun training, target

shooting, a pheasant hunt and fishing on the lower Niagara River. The North Forest Rod & Gun Club in Lockport and the Fin, Feather and Fur Conservation Society (3F Club) in Lewiston joined forces to develop the weekend's agenda.

HAVA TRAINING EFFORTS EVOLVE

In a "normal" year, HAVA's flagship Family Day events draw hundreds of veterans and their families. Adapting to the changing times, HAVA has found success hosting shorter, more intimate training events.

"HAVA's training efforts have evolved from large single-day events to multi-day training exercises, giving us the ability to train more veterans with new techniques for disabled shooting. Compared to HAVA Family Days, these smaller events enable trainers to take an entire day to take someone and shoot with them on the line," Taylor added.

One small-scale event has turned into an annual offering for HAVA. In Oct. 2020, HAVA partnered with the Bandera Gun Club in Bandera, Texas, to host a four-day training event for 60 veterans. Due to the success of the first event, the HAVA team returned to Bandera in Oct. 2021 to host three, one-day shooting competition events. Each day of shooting featured 45 different active-duty military members and disabled veterans.

"HAVA was honored to host these fine warriors in Bandera. Great food, music and the smell of gun powder made for a special time for all attending," said Chris Fleming, HAVA event manager and firearms instructor. "With the help of the finest companies in the shooting and outdoor industry, we were able to



1



2



3



4

1 A participant at the 10th Annual Clays for Heroes Sporting Event readies his sights for the next volley of sporting clays targets. Clays for Heroes was founded 10 years ago by Ashley Butcher when she was a teenager. "HAVA is proud to know the Butcher family and is appreciative of their commitment to providing fun events for veterans to attend," said HAVA Chairman Tom Taylor. **2** HAVA has found recent success offering smaller, multi-day training exercises to train more veterans and teach new techniques for disabled shooting. Pictured here, a vet takes shots downrange at the Bandera Gun Club in Bandera, Texas, where 200 veterans were served over three, single-day training events. Through events like this, HAVA has developed a beneficial partnership with The Independence Fund to serve veterans. **3** The biggest event in HAVA's hunting calendar, its annual elk hunt in New Mexico saw 10 veterans and first responders harvest nine animals. **4** A mix of active-duty and Marine Corps veterans took part in a pheasant hunt at the Buffalo Butte Ranch in Gregory, S.D. — an event HAVA hosted for the 10th year running.

bring in more than 200 veteran guests, friends, family members and volunteer staff to host an awesome range day to celebrate these men and women."

In 2022, HAVA will continue its annual Family Days at ACADEMI Training Center in Moyock, N.C. and the San Antonio Police Training Academy in San Antonio.

LEGACY EVENTS REACH MILESTONE

While new events have created fresh ways to connect with veterans, annual HAVA staples continue to be favorites for attendees. Several events celebrated milestone anniversaries in 2021.

In August, HAVA hosted six veterans from the Walter Reed National Medical Center at HAVA's 10th Annual Clays for Heroes Sporting Event — a two-day shotgun training and sporting clays event, held at the Rochester-Brooks Gun Club in Rush, N.Y.

In October, HAVA's Outdoor arm — headed by one of HAVA's first and longest-serving full-time volunteers Heath Gunns — hosted a mix of active-duty and Marine Corps veterans for a pheasant hunt for the 10th year at the Buffalo Butte Ranch in Gregory, S.D.

Late November, HAVA also hosted its 10th annual elk hunt in New Mexico, with 10 veterans and first responders harvesting nine animals — also spearheaded by Gunns.

15 YEARS OF HONORING OUR HEROES

Later in 2022, HAVA will celebrate 15 years of serving our heroes. HAVA is on strong footing to advance its impact — thanks to support from 23 sustaining sponsor companies from around the industry and its growing all-volunteer base.

"HAVA's volunteer base continues to grow," Taylor shared. "We're definitely expanding right now in terms of support, which will help us have even more opportunities to assist active-duty service members and disabled veterans in 2022 and beyond." **SI**

HAVA is a 501(c)(3) organization formed by companies in the shooting and outdoor industry with the purpose of raising awareness and further assisting disabled veterans with their healing process through guided hunts, shooting events and other outdoor sports activities. To learn more about HAVA and how your company or facility can support its mission, visit honoredveterans.org or contact HAVA Chairman Tom Taylor at tom.taylor@sigsauser.com.

BRING CUSTOMERS IN THE DOOR WITH
THESE TRIED-AND-TRUE PRODUCTS

RETAIL RELOAD

Along with stocking the hottest 2022 new products — which you'll get to see in the coming pages — keeping a robust selection of "first in, first out" products is a sound strategy to generate add-on sales.

Here's a selection of handpicked products consistently demanded by consumers of the brands featured in this sponsored Retail Reload installment.



CERUS GEAR

(877) 371-2586
cerusgear.com

Cerus Gear **PROMATS** represent a must-have for retailers. These gun-cleaning mats are made in the USA and are available in over 200 colors, sizes and styles. The large profit margins and their low MSRP make them an easy upsell or impulse buy. Contact Cerus Gear for more info on custom options.

ADCO ARMS CO. INC.

adcoarmsco@aol.com
adcosales.com

Store owners and show exhibitors will love ADCO's **TRIGGER TRAPS** for many reasons. In store, many racks have guns inviting people to handle and dry-fire for recreation rather than considering a purchase. Trigger Trap is a low-cost way to prevent such mishandling. Even behind the counter, having a Trigger Trap on new guns keeps them "new." It's re-useable and works well with most common firearms, but can be modified to fit unique handgun, rifle or shotgun designs. Sold postage paid in a 10-pack for \$19.95 and 100-pack for \$99.90; available with 15" or 8" zip ties. Great for consumer's storage, too. Call 800-775-3687 or 781-935-1799 for fast service.



IWI US

info@iwi.us
iwi.us

The **GALIL ACE GEN II RIFLE AND PISTOL** in either 5.56 NATO or 7.62x39mm caliber builds upon the fan-favorite Galil ACE and was created based on real feedback from real customers using our gun in the field. Modeled after the legendary AK-47 and Valmet RK 62, the Galil family never stops improving. The new Galil ACE GEN II's have a shorter safety profile and throw, Free Float M-LOK rail forearm, 30-round capacity and an updated trigger profile.



SHOCKWAVE TECHNOLOGIES

sales@shockwavetechnologies.com
shockwavetechnologies.com

Shockwave Technologies' **STINGER GRIP FOR CZ SCORPION EVO 3 S1** features a cutting-edge design with an ergonomic grip angle for natural wrist placement. An integrated "receiver extension" lowers hand placement for optimized trigger pull, ensuring the user's trigger finger no longer hits the safety lever. Mounted hardware included. Molded of tough, glass-filled polymer. The Stinger Grip is also compatible with select Magpul floorplates (not included). Veteran-designed and available in black, FDE, OD green and stealth gray.



HENRICH TECHNOLOGY CO. LTD.

henrichbj@gmail.com
henrichtech.com

The **LICOS** is an integrated laser rangefinder that's inserted directly into a red dot sight. It allows the user to range the distance to the target, then displays accurate data for point of aim. A wireless remote can be mounted anywhere to the stock and takes a single press to provide the range; the LICOS does the rest of the work. A long button press on the remote even puts the sight into scan mode, allowing users to steadily range multiple objects at various distances in real time.

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PRODUCT SHOWCASE

By Jenna Buckley & Jade Moldae

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In Part Two of three-part *Shooting Industry's* 2022 New Product Showcase, hundreds of products from 70+ manufacturers, importers and distributors make their debut.

With the return of early 2022 trade events, make sure you take a look at the products displayed over the next 17 pages to earmark for an in-person demonstration.

Missed Part One of this exclusive Showcase? See the December 2021 issue or visit shootingindustry.com/first-look.

The 2022 New Product Showcase will conclude with the February 2022 issue, with SKUs from around 50 brands.



BENCHMADE

(833) 557-2526
benchmade.com

Benchmade's **LONGHAND** tactical pen was engineered to provide a comfortable and secure grip. The EDC-inspired pen features an AXIS-style bolt action, ergonomic knurling pattern and utilizes Fisher ink cartridges. The Longhand measures 4.62" long, and is available in black or stainless steel. The **SHORTHAND** series shares the same features of the Longhand, but is slightly shorter at 3.49" long.

VERSACARRY

(979) 778-2000
versacarry.com

The **OBSIDIAN DELUXE IWB** and **CUSTOM MOLDED OBSIDIAN ESSENTIAL** optics-compatible, custom-molded polymer holsters join Versacarry's Versatac line. Both holsters can easily be adjusted for cant and retention. The Obsidian Deluxe features a raised protective backing and adjustable grip concealment. The Obsidian Essential holster is ambidextrous and held in place with the Versacarry belt clip. The holsters fit a wide range of popular firearms including the GLOCK19 and 43, H&K VP9SK, Ruger Max 9, S&W M&P Shield, SIG SAUER P320 and P365, Springfield Hellcat and XDM, Taurus G3C and GX4 and Walther PDP.

OBSIDIAN DELUXE IWB



DARK STORM INDUSTRIES

(800) 963-7700
dark-storm.com

The **DS-25 TYPHOON SPORT UTILITY RIFLE** from Dark Storm Industries utilizes several AR-15 mil-spec-style parts to make it an incredibly lightweight and compact .308 semi-auto rifle. Based on a billet 7075 aluminum upper and lower receiver set with a nitride 4150 barrel, the Typhoon also includes a free float M-LOK forearm, ambidextrous charging handle and safety selector. It's available in four configurations. The standard rifle includes a 16" mid-length barrel with 1:10" twist, a Hogue over-molded rubber grip and adjustable stock. The firearm non-NFA model, with its shorter 12.5" barrel, front vertical grip and SBA3 brace brings the .308 cartridge to the subcompact "truck gun" market. A fixed-magazine version for states such as NY and CA will be offered, as well as a post-ban version for NJ.



PETERS PREMIER BLUE



REMINGTON AMMUNITION

(800) 243-9700
remington.com

Remington's **PETERS PREMIER BLUE** paper shotshells are tuned for modern trap, skeet and sporting clays shooters. The paper hulls reduce felt recoil for a more enjoyable day at the range. The high-antimony lead shot is screened to produce uniform performance and accuracy and the all-brass head offers reliability and reloadability. Peters Premier Blue Paper is available in 12 GA 3.75" shells in shot sizes 7 1/2 and 8.

PREMIER STS target loads for skeet, trap and sporting clays are loaded with Premier primers, powders and wads and available in target, light target, light handicap and low-recoil loads. High-grade plastic hulls and brass bases enable the shells to be reloaded many times. Loads are offered in a variety of configurations including 12 GA 2.75" (1 oz., shot size 8); 20 GA 2.75" (0.875 oz., shot size 9); and .410 2.5" (0.5 oz., shot size 9).

SMITH & WESSON

(800) 331-0852
smith-wesson.com

Smith & Wesson expands its M&P M2.0 line of handguns with the enhanced **M&P9 M2.0 COMPACT** and the full-sized **M&P M2.0**. These models come standard with a new trigger and optics-ready cut slide. With S&W's C.O.R.E. system of mounting plates, the end-user can mount a variety of popular optics. This upgrade also includes the new M2.0 flat face trigger that optimizes trigger-finger positioning and delivers consistency for more accurate shot placement. The models are available with or without an ambidextrous manual thumb safety. The M&P9 M2.0 comes with the 18-degree grip angle, four interchangeable palmwell grip inserts and enhanced grip texture to help manage recoil.

Smith & Wesson expands its M&P M2.0 line of handguns with the **M&P 10MM M2.0**. The new standard 10mm comes with enhanced features like an optics-cut slide with the C.O.R.E. system enabling users to mount a variety of popular optics. It boasts 16-round capacity, ships with two magazines and sports a brand-new M2.0 flat face trigger design. The M&P10mm M2.0 comes with the familiar 18-degree grip angle, four interchangeable palmwell grip insert, enhanced grip texture to help manage recoil and is available with or without an ambidextrous manual thumb safety. S&W will offer a shorter 4" configuration of the handgun to allow for quicker clearance of a holster or a slightly longer 4.6" configuration to provide for a longer sight radius to optimize the accuracy of the barrel's 1:10" twist rate.



M&P 10MM M2.0



ALPHA-15 AR

AMERICAN TACTICAL INC.

(800) 290-0065
americantactical.us

American Tactical's **ALPHA-15 AR** is chambered in 5.56 and weighs 5.51 lbs. to deliver both power and accuracy in a surprisingly lightweight package. Its barrel is 16" long with a 1:8" twist. It features a carbon fiber infused buffer tube and a nano composite trigger kit. The Alpha-15 comes with a 30-round American Tactical polymer magazine, an 8" M-LOK rail and flip-up sights.

Designed for EDC, the striker-fired 9mm **FXS-9** features a firing pin safety, loaded chamber indicator and striker status indicator. It has a 4.1" barrel (7.45" OAL), is 5.6" tall and 1.4" wide. The FXS-9 weighs 26.5 oz., without the magazine, and has a high-strength polymer frame and polished black finish. Added features include a front accessory rail, grooved trigger guard, interchangeable backstrap, ambidextrous magazine release and front and rear slide serrations. The FXS-9 is imported from Turkey, and is available as ATIGFXS910 (10-round mag) or ATIGFXS917 (17-round mag).



RAPIDE DAWN

KIMBER MFG. INC.

(888) 243-4522
kimberamerica.com

Kimber announced the release of **RAPIDE DAWN** and **RAPIDE SCORPIUS** pistols to its Micro 9 family. RAPIDE Dawn pistols feature a frame and slide finished in Silver KimPro II with brush-polished flats and a Gold TiN finished barrel, and include gray/black RAPIDE G-10 grips. The RAPIDE Scorpion pistols frames and slides are finished in Black KimPro II with brush-polished flats, and the barrel wears a black DLC finish. This model features Black RAPIDE G-10 grips. The 1911s are chambered in 9mm and are built on stainless-steel frames and have 5" stainless steel, match-grade barrels with a 1:16" left-hand twist. They are built around a 12-lb. recoil spring and include a nine-round magazine. The two new RAPIDE models also include TRUGLO TFX Pro Day/Night sights with the company's signature orange front ring.

Several features are being introduced to the **MICRO 9** family of all-metal, subcompact carry pistols, including a mini compensator (MC) made from the same aluminum alloy as the frame. Compensated Micro 9 models — ESV Two-Tone (MC) (TP) and the Stainless (MC) (TP) — deliver a 23% reduction in muzzle rise due to the MC, which only adds 1" to the overall length (7.09") versus a standard Micro 9 (6.1"). Each pistol also ships with a set of premium TRUGLO Tritium Pro (TP) sights installed from the factory. Optic-installed (OI) pistols, the striking black (OI) and stainless (OI) models each sport a Swamp Fox Sentinel red dot optic constructed from 7075 aluminum with a red reticle that is manually adjusted for brightness and includes a "shake n wake" feature.



CRKT

(800) 891-3100
crkt.com

The **CEO COMPACT S35VN** from CRKT is a pocket-friendly knife made with portability in mind. Its compact 2.62" blade is constructed of premium S35VN blade steel for performance and durability and features IKBS ball bearing pivot technology for smooth deployment. The handle is comprised of high-tech carbon fiber for strength and light weight. The CEO Compact measures 3.57" closed and weighs 1.07 oz.



RADIANS

(877) 723-4267
radians.com

THRAXUS is a new generation of safety eyewear from Radians. Designed with straighter lines and edgier surface junctions, THRAXUS gives hunters and shooters high-performance protective eyewear with compelling features. With an enhanced field of vision and cyclonic venting, THRAXUS eyewear offers increased protective coverage with a new level of fog reduction. The floating nose loop and adjustable nose pads provide stability and a comfortable fit while the paddle-shaped temples distribute weight and pressure for all-day comfort. THRAXUS is available in a black frame with clear lenses (TXC1-10CS) or amber lenses (TXC1-40CS).



GOLD MEDAL BERGER 6MM CREEDMOOR

FEDERAL AMMUNITION

(800) 831-8100
federalpremium.com

New for 2022, Federal's 180-grain **PUNCH 44 S&W SPECIAL** features a jacketed hollowpoint bullet design to provide a balanced mix of effective penetration and expansion.

FORCE X2 SHORTY shells measure just 1.75" but hold a payload of six 00 segmenting buckshot engineered to split into two equal pieces on impact. When used with firearms designed to cycle sub-length shotshells like the Mossberg 590S, the loads offer much higher magazine capacities with up to twice the wound channels over standard buckshot loads.

GOLD MEDAL BERGER 6MM CREEDMOOR is a fast, flat-shooting cartridge. The round is loaded with Gold Medal match primers, Federal brass and specially formulated propellant to extract the utmost accuracy, consistency and ballistic performance from the 109-grain cartridge.

HIGH BRASS GAME LOAD is now available in a 20 GA, 3" 1.25 oz. option in 5 and 6 shot. **TOP GUN** offerings combine the new Paper Wad, cellulose-based filler and a paper gas-sealing over-powder wad, to maximize patterns while reducing shooters' impact. It's available in both lead and steel payload options. **UPLAND STEEL WITH PAPER WAD** uses the cellulose-based filler and a paper gas-sealing over-powder wad. Its high velocity makes the most of the (12 GA, 2.75") 1 oz. steel payload.



BUSHMASTER FIREARMS

(800) 883-6229
bushmaster.com

The **BRAVO ZULU** from Bushmaster Firearms is designed for hunting, home defense, competition and recreational use. Each configuration is equipped with a Snake Charmer muzzlebrake for significantly reduced felt recoil. The premium BFI free-float rail features M-LOK slots and a QD sling swivel mount. Bravo Zulu models utilize the DM2S two-stage trigger that delivers crisp control and is also available with the BFSIII Binary Firing System. Receivers are manufactured from 7075-T6 aluminum and are Type III hardcoat anodized. The rifle is optics-ready and furnished with Thril products, including the rugged tactical grip, combat competition stock and trigger guard. Bravo Zulu models are offered in the following configurations: 5.56 NATO with DM2S 2 Stage; BFSIII 5.56 NATO; California Compliant; 450 Bushmaster; and SBR.



SPRINGFIELD ARMORY

(800) 680-6866
springfield-armory.com

Springfield Armory's **RONIN EMP** (Enhanced Micro Pistol) combines the popular features of the Ronin series of pistols with a CCW platform in a 1911 package. The 9mm Ronin EMP features an attractive two-tone finish, made up of a carbon steel slide with a hot salt blue finish and satin silver Cerakote finish on the lightweight aluminum frame. Additional Ronin features include Crossed Cannon wood grips, a fiber optic front sight paired to a Tactical Rack rear sight and an extended beavertail grip safety with memory bump. Two variants are available: An ultra-compact 3" with 10-round capacity, and a 4" version with 11-round capacity.

The **GARRISON 1911** from Springfield Armory is chambered in .45 ACP and sports a 5" barrel. Available with classic hot salt blued carbon steel or rust-resistant stainless steel construction, the pistol features a forged frame, slide and barrel as well as low-profile yet high-visibility sights, extended thumb safety and thinline grips. Enhancements such as the match-grade stainless steel barrel, skeletonized hammer and extended beavertail grip safety with memory bump lend to its performance. The Garrison pistols feature attractive finishes made up of a smooth, matte finish on the rounds of the slide and frame complemented by polished flats that bring out the luster of the carbon or stainless steel.

The **EMISSARY** 1911 line of pistols expands with two new versions: 4.25" .45 ACP and 5" 9mm. Features of the Emissary line include a forged stainless steel frame, distinctive squared trigger guard, "Tri-Top" slide and flattened top strap, VZ Grips machined from G10 and a grenade-pattern texture. Each pistol comes with two eight-round stainless steel magazines with base pads.

The **XD-S MOD.2 OSP 9MM** comes with a factory-milled slide for low-profile, direct mounting of compact optics for an intuitive sight picture and uninterrupted focus on target. It features a 3.3" hammer forged barrel and matching forged slide. An additional drop safety in the striker block works in conjunction with the grip safety to provide confident carry. It ships with both seven- and nine-round magazines.

MTM CASE-GARD

(937) 890-7461

mtmcase-gard.com

The interior of MTM Case-Gard's **DIVIDED AMMO CRATE** (#ACDC30) features three removable partitions for many storage options. Gear can be organized with all four sections or partitions can be removed completely for items up to 17.5" long. Intended for stackable storing, the crate securely nests with all five of MTM's standard #ACR Ammo Crate Utility Boxes. The crate has a water-resistant O-Ring seal, heavy-lift handles, strong snap latches, four padlock tabs, tie-down points at each handle, two strap-over grooves and carrying capacity over 75 lbs.

The **DOUBLE SCOPED RIFLE CASE** is designed to hold two rifles or shotguns up to 50.5" long and is wide enough for scoped models. It's molded from specially formulated high-impact plastic. It's designed with four hinges and kept securely latched by four strong snap latches. For added security, four lock points are located next to each latch. Rifles are held secure during transport via a set of quality convoluted foam.

The **803R COMPACT HANDGUN CASE** is an upgrade to the original and features MTM's strong snap latches and a mechanical hinge. The offset integrated handle offers a comfortable grip for carrying handguns securely held between two pieces of foam. The case fits a standard Colt .45-caliber 1911-A1 and holds pocket-sized handguns with barrel lengths of 3" or less.



DIVIDED AMMO CRATE (ACDC30)

IWI US

(717) 695-2081

iwi.us

From IWI, the **GALIL ACE GEN II PISTOL** in 5.45x39mm is a continuation of the popular Galil ACE. The pistol has a shorter safety profile and throw, free-float M-LOK rail forearm, 30-round capacity and an updated trigger profile. The GEN II Pistol has a barrel length of 13".



*The road to perfection
is only lonely at first.*

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They're our employees.
Our suppliers. And, well,
our customers too. Some say
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CCI AMMUNITION

(800) 831-8100
cci-ammunition.com

In the CCI/Blazer line, **BRASS LEAD-FREE CLEAN-FIRE** provides consistent, accurate performance on targets without leaving any lead behind on the range or in the air. It uses the lead-free Clean-Fire primer and flat-nose, lead-free projectiles that are as safe and accurate as traditional FMJ bullets — through all guns and against all targets. The 9mm Luger 100-grain cartridges are available in 50-round boxes.



PLX 1-8X24MM
FFP COMPACT

PRIMARY ARMS

(713) 344-9600
primaryarms.com

Improving on its predecessor, the redesigned **PLX 1-8X24MM FFP COMPACT RIFLE SCOPE** from Primary Arms is 9.4" long and weighs 18.5 oz. It features premium-grade Japanese ED lenses for superior light transmission, color correctness and image clarity. The 30mm body is both durable and lightweight. The scope is shock-resistant, fog-resistant and waterproofed. It's the first PLx scope to feature Primary Arms' AutoLive Motion-Sensing illumination technology, and the reticle brightness settings range from night-vision compatibility to fully daylight-bright. Three ACSS reticle configurations are currently offered: The ACSS Raptor M8 Yards, ACSS Raptor M8 Meters and ACSS Griffin MIL M8.

PLX SCOPE MOUNTS for rifles feature Grade 12.9 steel hardware with a proprietary Electroless nickel coating for unmatched durability in austere conditions. The innovative three-bolt design distributes recoil evenly with over 6,500 lbs. of clamping force. Combined with dual machined recoil lugs and three cross bolt lugs, PLx mounts can resist heavy impact and sustained gunfire without ever shifting the user's zero — all while remaining lightweight and compact.

The **SLX RS10 MINI REFLEX**, a pistol-ready miniature reflex sight, is made of 7075 aluminum and fits the commonly used Docter/Noblex standard mounting footprint. This optic offers a daylight bright 3 MOA reticle, multi-coated lenses, night vision compatibility and an ultra-long battery runtime with a side-loading battery slot.

SUREFIRE

(800) 828-8809
surefire.com

The compact, lightweight **MICRO SCOUT LIGHT PRO** from SureFire offers exceptional versatility thanks to the Low-Profile Mount (LPM) that allows the user to optimize the weapon light's position relative to the firearm's handguard. The Micro Scout Light Pro's recoil-proof, premium LED generates 300 lumens from a single rechargeable AAA battery to produce a far-reaching, high-intensity beam with ample surround light. Its shrouded, pushbutton tail switch provides instant momentary-on activation or constant-on activation. It's available in black or tan, weighs 2.08 oz. and is 3.86" long.



CZ-USA

(800) 955-4486
cz-usa.com



600 RANGE

From CZ-USA, the **600 SERIES** of rifles includes four models: Alpha, Lux, Range and Trail. The **600 ALPHA** is the versatile hunter's rifle; its aluminum receiver and black soft-touch synthetic stock reduce overall weight for field use and comes a variety of cartridges from .223 Rem. to .300 Win. Mag. Classic wood furniture dresses up the **600 LUX**. It includes a steel receiver, wooden stock with Schnabel tip, and an oversized wooden bolt knob. The Lux is chambered in four cartridges including .223 Rem. and .300 Win. Mag. The **600 RANGE** model includes a steel receiver, heavy barrel and laminate wood stock with a tool-less height-adjustable cheekpiece. The **600 TRAIL** is extremely lightweight and built with an aluminum receiver, polymer chassis and aluminum forend with an M-LOK interface. The Trail is chambered in .223 Rem. or 7.62x39 and uses AR-15 or Bren 2 magazines. It also features familiar AR-15 controls (safety and mag release).

STEINER OPTICS

(888) 550-6255
steiner-optics.com

Steiner Optics' **MPS (Micro Pistol Sight)** is designed to endure the rigorous needs of law enforcement and military operations. All-metal construction, enhanced sidewalls and a recessed window lend to its ruggedness and durability. The sight window is completely sealed and nitrogen filled protecting the roof-mounted 3.3 MOA emitter from weather and water down to 10 meters. It offers six day and two night vision brightness levels, user-selectable auto-off and 13,000 hours of battery life on medium brightness. True 1X magnification and Steiner quality glass offer an undistorted image for both eyes open operation and complete situational awareness. The MPS is compatible with most optic-ready pistols and baseplate adapters on the market.



WEATHERBY

(307) 675-7800
weatherby.com

Weatherby introduces the **MARK V HUNTER** to its premium bolt-action line. The polymer stock features a trim, flat-bottomed forend, ambidextrous palm swells and aluminum pillar construction. Threaded 1/2x28 for use with a suppressor or brake, the barreled action is sealed with Cobalt Cerakote. A deep-fluted bolt with removable knob trims weight, helps clear debris and reduces the bearing surface within the action for smoother operation. Safety features include three rings of steel around the base of the cartridge when it's in battery, a fully enclosed bolt shroud and three gas-relief ports in the bolt body to vent pressure. It's available in a wide range of cartridges and both Weatherby Magnum chamberings.



TAURUS

(800) 327-3776
taurususa.com

The next iteration of the Taurus GX4 micro-compact pistol is the **GX4 T.O.R.O.** chambered in 9mm Luger. It adopts the Taurus Optic Ready Option mounting system, which facilitates mounting of several popular micro-red dot sights. The GX4 T.O.R.O. also comes with a flush-mount slide cover plate for use with the non-optic option. The mounting pattern covers the following optic models: Shield RMSc, Holosun HS507K and HS407K, Sightmark Mini Shot A-Spec M3, Hex Wasp GE5077-MIC-RET, SIG ROMEOZero, Riton 3 Tactix MPRD2, Trijicon RMR cc Red Dot (with the optional adapter plate). Taurus GX4 pistols offer 10-, 11- or 13-round capacity; durable finish; ergonomics; minimal printing and accuracy.

CROSSBREED HOLSTERS

(888) 732-5011
crossbreedholsters.com

The **ROGUE HOLSTER SYSTEM** from CrossBreed Holsters boasts a two-piece all-Kydex gun pocket molded for a precision fit, and features a smooth skin side for comfort. Strategically positioned screw holes and slots allow for multiple position options and retention adjustment for custom carry — including strong side, appendix and cross draw. An all-Kydex mag pouch is included that can be secured to the holster or separated and worn independently at the desired body position. Supplied Reckoning-style metal clips, Ulticlip, Monoblock, IWB snap loops and OWB loops further expand the Rogue's carry options. Cerakoted hardware in Magpul FDE, NRA Blue, Sig Pink or Blaze Orange adds flare and enhanced durability to the holster system.



ISOTUNES SPORT

(317) 740-0419
isotunesport.com

ISOtunes Sport introduces **DEFY SLIM** high-tech hearing protection. SafeMax Technology limits volume output to 85 dB for damage-free, all-day listening, while Tactical Sound Control amplifies hearing by 8X and protects against high-impact noises. Bluetooth 4.2 allows for connecting or dual-connecting muffs to devices up to 30' away, and the noise-isolating microphone guarantees clear communication. The DEFY Slim sports an ultra-slim design for feather-light performance and maximum comfort. IPX4 Durability provides sweat- and water-resistance for shooting in tough conditions. DEFY Slim muffs are powered by two AAA batteries for up to 25 hours of connection to any device.

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ANGLE ADJUSTABLE BELT SLIDE HOLSTER



SENTRY TACTICAL

(877) 726-7328
sentrytactical.com

SENTRY Tactical enters the holster market with five new IWB holsters and magazine pouches, including the **INSIDE THE PANT/TUCKABLE** holster. It offers Level 1 retention and employs SENTRY's Drop Retention Safety Device, a protrusion that acts on the trigger guard to adjust the firearm draw resistance. A pre-formed sight channel prevents any catching while drawing or reholstering. SENTRY's innovative Rubber-Tech loop on the holster side, facing the body allows the user to customize the height and angle carry using the two available screws. The holster is available in black for the GLOCK Model 43, S&W Shield 9/40 and SIG SAUER 320.

The **ULTRA CARRY INSIDE THE PANT/TUCKABLE** holster is an injection molded soft polymer blend concealed carry holster providing a low profile with comfort and flexibility. The Level 2 retention holster with Drop Retention Safety Device and the STR System allows a retention screw operating on the weapon's slide to be adjusted for a smooth draw and reholstering. The Ultra Carry also features the Rubber-Tech adjustable system. It's available in black for the GLOCK Model G43 and SIG 365.

The **ANGLE ADJUSTABLE BELT SLIDE** holster allows for comfortable and secure belt-worn carry in an injection molded, adjustable retention holster. Ride height and angle are fully adjustable. It's available in black or Coyote Brown for the GLOCK G17, G19 and G43.

The **INJECTION MOLDED DOUBLE MAG POUCH** is made from durable injection molded Polyform featuring an adjustable angle belt clip, paddle and spring tension. It's available in black for 9mm/.40 Mag.



ANDRO CORP. INDUSTRIES

(407) 614-1836
androcorpind.com

Andro Corp.'s **GOLD-POLISHED TITANIUM NITRIDE HARD-COATED BOLT CARRIER GROUP** for AR-15/M16s provides additional lubricity while combating friction. The hard chrome bore is Physical Vapor Deposition (PVD) coated gold and polished. The benefits of PVD coating include better resistance to environmental conditions such as corrosion and abrasion and will not wear off or fade out. ACI's gold-polished BCG is meant to accept the punishment of continuous use in any environment while maintaining optimal performance. Additionally, the 9310 alloy bolt, machined 4140 tool steel alloy extractor, 4130 chromoly steel alloy gas key and 4340 chromoly steel alloy cam pin are all PVD coated and polished for additional lubricity and corrosion resistance.



APEX AMMUNITION

(662) 441-2739
apexammunition.com

WATERFOWL TSS / S3 STEEL BLEND

UPLAND BIRD TSS loads from APEX Ammunition are meticulously handloaded and deliver exceptional performance in a non-toxic round. At 18.1 g/cc density, APEX TSS is denser than lead, bismuth, copper and steel — allowing the use of smaller-sized TSS pellets and more of them per payload. The upland shotshells feature clean-burning powder and a one-piece, Tungsten-grade wad system engineered to deliver the tightest pattern possible and maximum barrel protection. Loads are available in 3" 12 and 20 GA loads. Upland 28 GA 2.75" and .410 bore 2.5" and 3" loads are available upon request.

APEX **WATERFOWL TSS** loads are made from 18.1 g/cc density tungsten alloy, which allows the use of smaller-sized shot and more pellets than other shotshells (No. 9 TSS hits like No. 4 Lead). TSS is highly effective in sub-gauge shotguns for those who prefer hunting waterfowl with 20 GA or 28 GA guns.

WATERFOWL TSS / S3 STEEL BLEND handcrafted "duplex" loads combine No. 9 Tungsten Super Shot with APEX's S3 zinc-plated steel shot (available in sizes 2, 4, or BB in 12 GA and size 4 in 20 GA). The zinc coating ensures optimum patterning in a steel load and, when combined with ultra-high-density TSS, helps deliver a harder hitting payload and improved terminal performance to reduce crippling.

WATERFOWL S3 STEEL rounds are zinc-plated for improved performance. APEX's zinc-coating process fills voids and imperfections from the manufacturing process and creates more consistent and rounder pellets. The zinc also acts as a lubricant resulting in more consistent pellet drop when loading and greatly reduces chance of pellet "bridging" where one pellet becomes locked with another.

DESANTIS GUNHIDE

(631) 841-6300
desantisholster.com

The **UNI-TUK** (#206) is the latest in the Pegasus Kydex by DeSantis line. The IWB holster features a precision-molded Kydex front married to a back component, creating an all-synthetic and breathable platform. The Uni-Tuk has multiple points of adjustable tension for a customizable fit. It's equipped with the proprietary Tuckable 360 C Clip, which can be adjusted for both height and cant with 360 degrees of rotation. The built-in Spur acts as a "claw" and is an integral part of the holster body, enhancing concealment. The holster is available for GLOCK 43, 43X, 43X MOS (with or without reflective sight); Springfield Armory Hellcat and Hellcat OSP; and SIG SAUER P365, P365 SAS, P365X w/ROMEOZero.

COMPETITION ELECTRONICS

(815) 874-8001
competitionelectronics.com

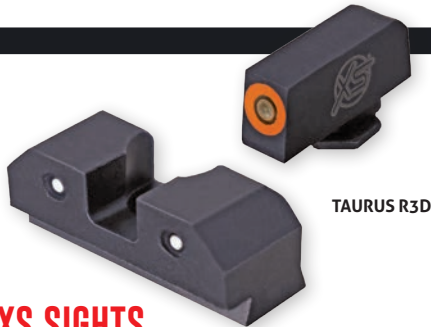
The **PROTIMERBT** from Competition Electronics is a full-featured training tool for measuring shot time intervals during practice sessions. It uses Bluetooth connectivity with free mobile apps for tracking shot-string data. The ProTimerBT is based on the easy-to-use Pocket Pro II timer design with numerous enhancements to the on-board operating system such as an LED start signal, earbud jack for a private practice session, built-in scoring, 50 shot-string memory and increased sensitivity capability.



BIANCHI LEATHER

(800) 347-1200
bianchileather.com

Offering a broken-in look for some of its classic holsters, Bianchi Leather announced the availability of a new **WEATHERED SERIES FINISH** for select holster designs. The Professional IWB holster provides a comfortable shield between the pistol and the body, and protects clothing. It anchors to the waistband or belts up to 1.75" wide, and is now offered in tan, black and weathered tan finish. For OWB carry, the Remedy holster rides high on a belt and is easily concealed. It's built for semi-autos and small-frame revolvers. The Model 57 is available in tan, black and new weathered tan finish.

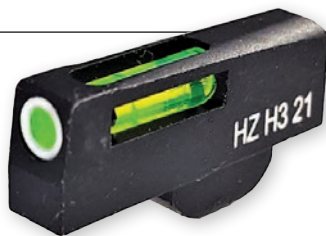


TAURUS R3D

XS SIGHTS

(888) 744-4880
xssights.com

XS Sights' DXT2 Big Dot, R3D, Minimalist and DXW2 night sights are now available for the **TAURUS GX4** micro-compact 9mm pistol and the **TAURUS G3C**. The DXT2 Standard Dot is available in green and features a V-notch rear with vertical tritium stripe, creating a dot-the-"I" sight picture. The R3D has a traditional three-dot tritium, notch and post sight picture. The rear sight is blacked out to increase contrast against the front sight, which is available in bright orange or green. The minimalist has a self-illuminating tritium vial in the front sight surrounded by an orange photoluminescent Glow Dot and blacked-out, serrated, non-tritium rear sight. DXW2 tritium night sights are available with a Big Dot (orange or yellow) or Standard Dot (green) front sight with a white stripe, non-tritium rear sight.



HIVIZ SHOOTING SYSTEMS

(800) 589-4315
hivizsights.com

The HIVIZ **LITEWAVE H3 FRONT SIGHT FOR SMITH & WESSON REVOLVERS** combines ultra-bright encapsulated tritium with the HIVIZ LitePipe technology delivering 24-hour illumination. The all-steel constructed sight is rugged and durable and fits most S&W models with 2.5" or longer barrels and adjustable rear sights (excludes Classic Series and Performance Center guns). Designed to factory sight height specifications (blade height is 0.27"), this pinned sight fits standard holsters.



PYRAMEX

(800) 736-8673
pyramexsafety.com

Pyramex adds to its Venture Gear Tactical line with **DRONE 2.0** glasses. The lightweight, half-frame style, adjustable rubberized nosepiece and stylish dual-injected temples deliver a secure and comfortable fit during rigorous activity outdoors. Anti-fog, scratch-resistant polycarbonate lenses ensure vision stays crystal clear. The lenses are UV rated, providing 99% protection from harmful UVA/B/C rays. The Drone 2.0 is offered in a black or OD green frame with either clear or gray anti-fog lens options.

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DAVIDSON'S INC.

(800) 367-4867
davidsoninc.com

Davidson's latest exclusive is the **UTAS UT9-M MINI** developed by UTAS-USA. The 6" barreled semi-automatic 9mm pistol has a closed-bolt and blowback action, sports a black matte finish and an overall length of 14". The pistol accepts AR-15 pistol buffer tubes as well as GLOCK magazines. This exclusive UT9-M Mini comes with one 33-round magazine, a hard shell plastic case, full-length top Picatinny rail and forward hand stop.



ELEMENT HOODIE

ALPS OUTDOORZ

(800) 344-2577
alpsoutdoorz.com

The **ELEMENT HOODIE** from Alps OutdoorZ is available as a pullover or a full-zip hoodie. Its cotton/polyester blend and plush fleece interior lining make it suitable for all-day comfort in cool weather around the house, the camp or in the field. The front kangaroo-style pocket keeps hands warm and features zippers to secure small items. The hood features three-piece construction for a comfortable, stays-in-place fit and comes with an integrated drawstring to seal out biting wind. The Element Hoodie is available in sizes S-XXXL.

Suitable for hunting or everyday wear, the **SHIELD JACKET** has a polyester shell with a thick Sherpa fleece interior and is offered as a quarter-zip pullover with a high neck collar to keep out the cold or as a full-zip jacket with an integrated, fleece-lined hood for maximum warmth. Both models include a zippered chest pocket ideal for securing small items, zippered kangaroo pockets and a ribbed waistband and cuffs. The Sherpa full-zip jacket also includes a windproof/waterproof membrane. Offered in Realtree Timber, the Shield Jacket comes in sizes S-XXXL.

SHIELD JACKET

HDP 50 COMPACT

UMAREX USA

(479) 646-4210
umarexusa.com



From Umarex USA, the Prepared 2 Protect **HDP 50 COMPACT** is a CO₂-powered .50-cal. pistol that can shoot rubber or dust balls for training, or pepper rounds for self-defense. The pistol sports channel sights, a trigger safety and an integrated magazine with four-round capacity. It includes three 8-gram CO₂ capsules to launch objects 360 fps, 10 rubber rounds for practice and 10 pepper rounds or 10 powder rounds.

The **AXEON PRISM 3X** boasts an illuminated etched glass ballistic reticle, fixed 3X magnification, tactical-style turrets, red or green illumination options and five brightness settings. The scope has integrated rails for additional accessories and runs on a single CR2032 battery.



VOLQUARTSEN FIREARMS

(712) 792-4238
volquartsen.com

The **ENV 22 LR PISTOL** from Volquartsen Firearms is red dot-ready with a receiver drilled and tapped for most popular red dots, allowing the user to keep the red dot as close to the bore axis as possible. The barreled action is then fit into an ODIN Chassis System that offers compact versatility for the 10/22 platform. It incorporates all the current AR-15 attachment standards for a new level of function. Added features include a 1/2x28 threaded muzzle, SB Tactical arm brace, Magpul MOE-K grip and Slate Stop hand stop. The ENV 22 LR is available in a 6" (ENV-6) or 9" (ENV-9) barrel configuration.



SALTWATER ARMS

(847) 847-4311
saltwaterarms.com

Saltwater Arms, a division of DRG Manufacturing, introduces the **BLACKFIN** pistol chambered in 5.56 NATO and designed to meet the rigorous demands of maritime environments. The corrosion-resistant Blackfin is compatible with most AR-platform accessories. Features of the Blackfin include: M16 nickel boron coated bolt carrier group, 7.5" stainless steel Government-profile barrel with 1:7" twist rate, two-port muzzlebrake, black hardcoat-anodized M-LOK handguard and SB Tactical five-position stabilizing brace. The Blackfin measures 26.23" extended, and weighs 5.08 lbs.

FERADYNE OUTDOORS

(800) 282-4868
feradyne.com

Carbon Express introduces the **MAXIMA SABLE RZ**. Designed for speed, the arrow's construction takes advantage of Tri-Spine technology, where the center section is weaker while the distal ends remain stiff to contain arrow oscillation. Maxima Sable arrows have shown a 10+% increase in accuracy compared to similar arrow models. Maxima Sable RZ arrows are laser-checked for real straightness and each shaft features stealthy black graphics and includes precision-machined Carbon Express inserts, premium Launchpad nocks and shaft-protecting Bulldog nock collars. They're available as 12-pack shafts or six-pack fletched arrows fletched with 2" Quadel vanes in black and gray in a choice of .350, .400 or .500 spine.

Muzzy Bowfishing's **CARBON COMPOSITE ARROW COMBO** is now available as a combo with a lighted nock and Iron point. The three-blade stainless steel construction of the Iron punches flesh to take a firm hold. Once deployed, the Iron's barbs fold into place making for fewer lost fish, yet easy arrow removal with just a simple two turns of the tip. The backbone of the arrow is Muzzy's heavyweight carbon-composite design, custom crafted from 80% fiberglass and 20% carbon. The carbon-composite arrow utilizes a lighted nock system with a patented linear switch to actuate the ultra-bright and waterproof green LED for shot tracking and retrieval.

The **EXERT** release aid by TruFire helps archers increase accuracy with a crisp and clean feel. The result of the precision-milled internal dual-sear system that eliminates "stack" of bow weight is a crisp trigger with micro-adjustable tension and travel with unprecedented feel in a hunting-style release. The trigger is easily set with the push of a button, while the open hook design allows for fast and frictionless hookups. Each unit ships with a standard trigger and a knurled peg for a custom fit and feel. The TruFire Trap and a custom strap for comfort and adjustability with convenient FoldBack allows the Exert to comfortably be there when it's needed while staying out of the way when it's not.



EXERT



LUTH-AR

(763) 276-1145
luth-ar.com

LO-DRAG UPPER
RECEIVER FOR AR-15

The Luth-AR **LO-DRAG UPPER RECEIVER FOR AR-15** applications is made from 6061-T6 aluminum and hardcoat-anodized black. It's designed to be lightweight, without a forward assist, shell deflector or dust cover and has a thick wall for strength. It sports a Picatinny top rail.

The **LO-DRAG PALM HANDGUARD** is specifically designed to work with the Luth-AR Lo-Drag Upper receiver. It's also compatible with original DPMS Lo-Pro upper receivers. The 15" free-float tube features a triangular profile that conforms to the palm of the user's hand for a secure and comfortable grip on an AR-15. It provides a Picatinny top rail and M-LOK slots along both upper sides, as well as a row of M-LOK slots along the bottom to accommodate accessories. The handguard includes a heat-treated alloy steel barrel nut with a manganese phosphate finish and is available in 15" or 9" lengths.



ALLIANCE SPORTS GROUP

(800) 255-6061
true.acgbrands.com

From Alliance Sports Group and TRUE, the **SMARTKNIFE+** is a small pocketknife that has been augmented for additional uses. It houses a bottle opener, 0.25" bit driver with a Phillips bit included in the magnetic bit storage, three flathead screwdrivers, 6mm-14mm wrenches, wire strippers, pry bar, 2" ruler and 5cm ruler. The 2.375" partially serrated drop-point blade is 420 stainless steel with black-oxide coating. The multi-use knife measures 4.375"L x 0.5"W x 1.625"H.



DRD TACTICAL

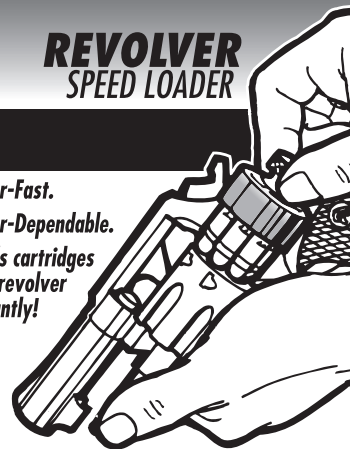
(855) 373-4327
drdtactical.com

DRD Tactical introduces its first pistol, the **MFP-21**. The multi-function pistol is available in both 300 BLK and 5.56mm with interchangeable barrel capability and quick take-down technology. The MFP-21 features a Picatinny rail on the rear of the receiver, accepts any Picatinny rail attachment brace and offers improved brace stability. It also includes a new, patented gas block, ambidextrous bolt release and custom two-stage trigger.



REVOLVER SPEED LOADER

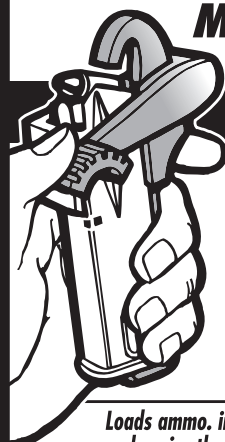
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instantly!*



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hand. Depress thumb
lever to load.*



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.22 Caliber MAGAZINE SPEED LOADER

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& lock down stop!*

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when loading .22 mags!*



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(800) 293-9402
trulockchokes.com

TruLock Chokes has unveiled a **.410 TURKEY CHOKE OPTIMIZED FOR THE TSS SHOT**. The chokes are precision manufactured from heat-treated 17/4 PH stainless steel with a black oxide finish and are marked with exit diameter on the head, which is knurled for easy installation and removal.

HAWK

(877) 269-8490
hawkhunting.com

Hawk's **RIVAL MICRO** treestand is based on a minimalized 20.5" x 17.5" platform and flip-up seat. The assembly folds flat for easy, unobtrusive transport and the simple design and low weight make it easy to install onto a tree with the included ratchet tree straps. For added safety, the Rival Micro comes with a full-body safety harness. It's constructed from aluminum, supports up to 300 lbs. and has four adjustable platform-height levels.



WMD GUNS

(772) 324-9915
wmdguns.com

WMD Guns introduces the **AMBIBEAST** — an operator-grade AR equipped with fully ambidextrous controls. Ideal for L.E. professionals, it accommodates both dominant- and non-dominant-side operation for all personnel. The AmbiBeast delivers NiB-X performance advantages, including extreme corrosion/wear resistance, plus minimal lubrication and maintenance requirements, in multiple calibers and is also available with a unique "distressed" finish.



DELUXE HANDGUN CASE



HOUSTON GUN HOLSTERS

(305) 205-9394
houstongunholsters.com

Houston Gun Holsters' **DELUXE** thermofoil cases are available in handgun and rifle/shotgun models. The handgun case will fit any type of handgun while the rifle/shotgun cases will accommodate breakdown, folding and ready-to-use shotguns as well as scoped/unscoped rifles. The cases are designed to protect firearms from blows and humidity. They feature reinforced stitching; a heavy-duty full-length zipper; original, zigzag-patterned thick foam padding; a water-resistant nylon outer fabric; and are shock absorbent.

BREAKTHROUGH CLEAN

(888) 455-5499
breakthroughclean.com

Breakthrough Clean's **MODERN SPORTING RIFLE (AR-15) CARBON REMOVAL TOOL** easily removes carbon buildup from hard-to-reach areas. The integrated handle and double-ended blade tools effectively reach the bolt carrier group, bolt and firing pin, minimizing malfunctions and jams. The ergonomic handle gives users a firm, comfortable grip to effectively scrape off carbon build up, and the double-ended scraping tool blades easily retract into handle. It's compact and portable — ideal for a range bag or toolbox.



MONTANA DECOY

(717) 566-1276
montanadecoy.com



Montana Decoy's **WILEY TOM 3D** is built using a unique two-piece design, allowing versatility while set up is still fast and easy. Just like the original, the new 3D version allows hunters to use the printed fabric or real turkey feathers. It also folds for transport with or without the feathers. Special trifold panels help protect the decoy and any real feathers that may be used. Double-sided printing means users can face the decoy directly at or away from the approaching gobbler. A folding handle for hands-on use and a peephole makes the decoy adaptable to any turkey hunter's style.



AMERIGLO

(470) 223-4163
ameriglo.com

AMERIGLO enters the pistol optics market with the **HAVEN** red dot sight available with a 3.5 or 5.0 MOA, or as a Carry-Ready Combo which includes optic-compatible iron sights for the GLOCK MOS system. The side-loading battery compartment eliminates the need to re-zero the red dot when the battery is changed. The Haven features 11 brightness settings, including two night-vision compatible options. The proprietary Carry-Loc mode fixes illumination at the user's desired setting and prevents unintentional button presses. Designed with precision-engineered adjusters for windage and elevation adjustments at one click per 1 MOA, the red dot has an adjustment range of +/- 45 MOA.



WARCAT TACTICAL

(208) 618-8618
warcat.com

Debuting its brand with the launch of its first product, the **WARCAT IWB HOLSTER** features a thinner, lighter and stronger holster than standard Kydex holsters. The included Claw & Wedge Kit can be added to the holster to reduce printing by adjusting it tighter to the body on a horizontal and vertical axis. The claw keeps the grip turned toward the user while the wedge adjusts the frame inward and stays comfortable against the body. The MRDS hood, rather than a standard optic cut out, protects red dot optics and prevents it from digging into the wearer's body. Options designed to fit a variety of popular handguns, including the GLOCK 19 and 43, SIG SAUER P365, Springfield Hellcat and S&W M&P Shield, are available in right- or left-hand configurations with a 1.5" or 1.75" belt clip.



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OUTDOOR EDGE

(800) 447-3343
outdooredge.com

The 3.5" **RAZORWORK** from Outdoor Edge accepts both 3.5" RazorSafe utility blades and 3.5" RazorSafe drop-point blades. Outdoor Edge's RazorSafe System allows for the quick and safe change of blades with the push of a button. The knife's ergonomic handle features Peak Performance texture and the dual thumb studs facilitates easy one-hand opening. The RazorWork comes complete with three blades: two 3.5" utility blades and one 3.5" drop-point blade with additional RazorSafe blade packs sold separately. The knife is 8" long and it weighs 2.6 oz.



RMT TRIGGERS

(855) 936-5833
rmttriggers.com

The **NOMAD TRIGGER** from RMT Triggers offers patented Pivot Technology, allowing the trigger to adjust freely to the shooter's natural position and minimize error through each individual trigger pull. The Nomad Trigger is engineered to move and index correctly every time, allowing the firearm to remain stable through a variety of shooting positions and trigger pulls. The housing and trigger are both made of anodized 7075 aluminum with 440c stainless steel and the hammer itself is made of S7 tool steel. Features include: 6 degrees rotating and pivoting freedom, no creep or grinding, set at 3 lbs. from the factory (not adjustable), 2.2 oz. weight, extremely short positive reset and lifetime warranty.

1791 GUNLEATHER

(800) 407-1791
1791gunleather.com

1791 Gunleather is now offering a Kydex holster designed specifically for the **GLOCK 43X MOS**. The slim, lightweight holster features an integrated concealment wing for comfortable EDC. The versatile easy on, easy off design allows for adjusting cant, position and retention for a customized fit and feel. A snug true-fit ensures the durable Kydex holster won't damage the finish of a firearm while keeping it secure. It also accommodates threaded barrels and optics.





**APEX THREADED
BARREL — SPRINGFIELD
ARMORY HELLCAT**

APEX TACTICAL SPECIALTIES

(623) 322-0200
apextactical.com

Apex Tactical Specialties' trigger kit is now available for the **M&P M2.0**, and color choice of black, FDE, red, blue, purple or Thin Blue Line. The full kit features an Apex-designed polymer trigger body with center-mounted pivoting safety, an Apex Ultimate Striker Block Kit, an Apex Forward Set Sear Actuator, Apex Fully Machined 2-Dot Sear and the Apex Forward Set Spring Kit, including Duty/Carry Sear and Trigger Return Springs and Heavy Weight Sear and Trigger Return Springs. The kit reduces trigger pull weight by approximately 2 lbs., reduces overall trigger travel by approximately 40% and provides a smooth uptake with crisp trigger break.

Apex expanded its aftermarket upgrade options to include a **THREADED BARREL FOR THE SPRINGFIELD ARMORY HELLCAT**. Designed to replace the factory 3" barrel, the Apex 9mm Threaded Barrel is machined from a premium cold hammer-forged blank and then black Melonite finished. The twist rate is 1:10" for improved accuracy and performance and the thread pattern is 1/2-28. Each barrel comes with a thread protector with a captive O-ring. As a direct drop-in, this barrel requires no fitting.



HAWKE OPTICS

(877) 429-5347
us.hawkeoptics.com

The **FRONTIER 34 FFP** long-range riflescope from Hawke Optics is built on a 34mm mono-tube chassis machined from high-grade aluminum and are fully water-, shock- and fog proof and are nitrogen purged. The side focus adjustment allows users to zero in on a target regardless of range. The Zero, Lock 'n Stop turrets are resettable, lockable and boast a return-to-zero feature. Two magnification models, 3-18x50 and 5-30x56, are available with two FFP illuminated reticle options — Mil Pro Ext and MOA Pro Ext. The illumination has 11 brightness levels and models have a generous 4" of eye relief and locking ocular focus. Each Frontier 34 FFP riflescope comes with an easy-to-use, removable zoom lever.

VANTAGE 8X42 and 10X42 BINOCULARS bring high-quality optics at an entry-level price point. The binoculars feature multi-coated optics that are nitrogen-purged and water- and fog proof. The 8x42 binoculars have a field of view of 367 feet at 1,000 yards and weigh 19.6 oz. The 10x42 binoculars have a field of view of 304 feet at 1,000 yards and weigh 19.4 oz.



M-4 CARBINE

ASP USA

(800) 236-6243
asp-usa.com

ASP expands its exclusive offering of Enhanced Red Guns — molded training replicas with unique "drop mag" functionality — with the addition of an **M-4 CARBINE** (AR-15 platform) and **M-18 PISTOL** (SIG P320 platform). Red Guns allow for 100% safe but realistic defensive tactics and weapon-retention training. The guns are precisely molded from the original firearms for tactile familiarity and exact holster fit. Their exclusive polymer formulation and steel reinforcement makes them virtually indestructible in even the most abusive training settings. Interchangeable magazines, one light ("empty") and one heavy ("full"), are included with each gun.



EOTECH

(888) 368-4656
eotechinc.com

EOTECH's **VUDU 1-10X28MM FFP** riflescope provides uncompromising targeting from extremely close to long range. The 1-10x offers a robust 34mm, one-piece aircraft aluminum tube and single-piece eyepiece that includes a removable throw-lever for fast changes in magnification. The low-profile elevation turret includes a push/pull locking system and a capped windage turret for a secure zero. The illuminated, glass-etched reticle and first focal plane design allows for distance estimation at any magnification and lighting condition.

CREEDMOOR SPORTS

(800) 273-3366
creedmoorsports.com

Creedmoor Sports' **TRX-925** precision reloading scale utilizes grains as its native unit of measure as opposed to using grams. This eliminates charge weight variance due to rounding common with most scales. To help ensure its accuracy and precision, a set of three F-1 class calibration weights (2g, 10g, 50g) allow the user to calibrate the scale at weights within the range of normal charge weights for rifle and pistol cartridges. The scale is accurate to 0.01 grains, has a 925-grain capacity, features a gold-anodized aluminum static-free powder pan with oversized handle, backlit LCD display and modular draft shield.



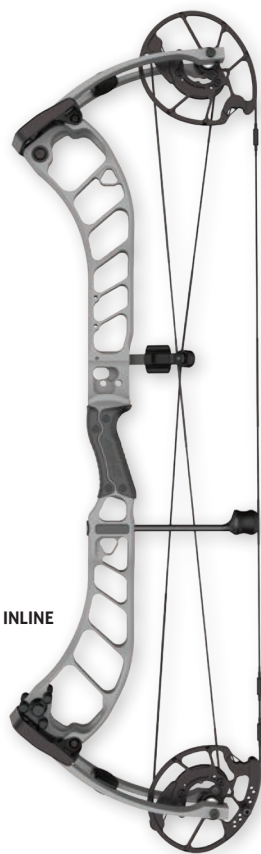
BRITESPOT TARGET LIGHTS

DOUBLETAKE ARCHERY

(830) 444-0202
glorynock.com

BRITESPOT TARGET LIGHTS from DoubleTake Archery are extremely bright LEDs that pin onto a target, adding a new element of convenience and fun. BriteSpot helps archers see a target at long distances and improve accuracy. They also help extend the life of a target by allowing an aiming point to be placed anywhere on the target. The conical shape of the target light and the ultra-tough construction is designed to deflect a direct impact, making them virtually shot proof. BriteSpots are sold in packs of three, and are available in red or green LED. BriteSpots can be inserted into nearly any archery target on the market.

A second-generation of **GLORYNOCK** lighted nocks are now available. The bowstring-activated nocks help archers see shot placement in any light, and makes arrow recovery much easier. The nock won't activate when placed on the bowstring and if the arrow isn't fired, the press and hold of a button during arrow removal is all it takes to put it back into the quiver. In addition, it will not unintentionally shut off when passing through an animal or target. Its innovative design also prevents the chance of a "mini-dry fire" that can occur with other lighted nocks that "slip" forward during the shot. Three-packs are offered in red, blue, green or pink.



INLINE

G5 OUTDOORS

(810) 392-8431
g5outdoors.com

The **DEADMEAT V2** broadhead is constructed utilizing 100% all-steel ferrule, enabling it to make contact and keep driving deep. Three heavy-duty, ultra-sharp all-steel blades produce a 1.5" cutting diameter. The SnapLock retaining collar creates an audible "snap" when each of the three blades is locked securely in place for flawless flight and features an integrated clip that marries with a tiny knob on the backside of each blade for quick and secure blade retention. Its B.M.P (Ballistic Matched Point) practice point is designed to mimic actual broadhead flight for unrivaled realism at the practice range for higher success in the field. The Deadmeat V2 mechanical broadhead is available in 100- and 125-grain configurations; a Deadmeat V2 Crossbow broadhead is also available.

From Prime Archery, the **INLINE** compound bow series is available in three different models: **INLINE 1**, **INLINE 3** and **INLINE 5**. The bows have axle-to-axle lengths of 31", 33" and 35", respectively. Prime's new Inline Cam System creates an equally loaded cam throughout the draw cycle. As the bow is drawn, the cable track slides in line with the string, making the cable and string equally in line with each other for a more balanced cam. The bows feature a center-balanced riser so they are not top-heavy, and a limb damper delivers ultra-quiet performance.



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GPO USA

(844) 692-4667
gpo-usa.com

GPO USA's **RANGEGUIDE** 8x32 and 10x32 binoculars boast exceptional edge-to-edge clarity and precise ranging on reflective targets out to nearly 1.75 miles. The binoculars feature an eye-safe Class 1 laser for a rapid 0.25-second response time with true-range angle technology that calculates the proper distance to the target after measuring the angle to the target. Scan mode provides three readings per second via its orange OLED display that offers nine adjustable brightness levels and operates with manual or automatic brightness functionality. The GPObright™ high-transmission lens coatings and double-HD laminated 32mm objective lenses maximize the brightness, sharpness and resolution of the optical image. Diopter focus and orange display focus adjustments are located both sides of the ocular tube.

The **GPOTAC 4.5-27X50i FFP** riflescope uses a 50mm double HD objective lens system coupled with the GPObright high transmission lens coatings. A 34mm main tube maximizes optical performance. An illuminated mil-spec LRpro magnifying reticle powered with the GPO iCONTROL illumination system assists users in placing the perfect shot in even the lowest light conditions. Custom-designed turrets are mil-based and include a ZERO-STOP system. An adapted magnification system throw lever is also included.



RANGEGUIDE 8X32

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HOWARD LEIGHT

(833) 867-5797
howardleightshootingports.com

Howard Leight **IMPACT SPORT BLUETOOTH** electronic earmuffs feature Bluetooth 5.0 technology, allowing users to stream audio from their Bluetooth-enabled devices. The comfortable, slim-profile ear cups feature four-hour auto shutoff, automatic attenuation of potentially dangerous noise over 82 dB and up to 4X amplification of ambient sound. The earmuffs also deliver a 0.5 millisecond reaction time for a more natural acoustic experience at the shooting range, or anytime attenuation of loud sounds over 82 dB occurs. The rechargeable Li ion battery delivers up to 20 hours of operation per charge. Impact Sport Bluetooth earmuffs are available in Youth/Adult Small and Large sizes and a variety of color combinations.

IMPACT SPORT CLASSIC electronic hearing protection is now being offering in a new Youth/Adult Small size that fits better on many youth, women and men with smaller heads. Youth/Adult Small sizes are launching in new colors: Metallic Charcoal Gray and Berry Pink.



SABRE SLING

GROVTEC

(503) 557-4689
grovtec.com

Grovtec's **SABRE SLING** is designed for two-point carry and includes heavy-duty push-button swivels. The sling is light and fast; features a tail-less design; has open ends for attachment customization; and a quick slide for easy adjustment. It's available in black, Coyote Brown, Multicam and Multicam Black.

The **G-STOP** reversible hand-stop/barricade stop boasts ergonomic contouring, M-LOK mounting system, low-profile design, one-piece aluminum construction and a flat face for bracing on barricades.



16-GA BRISTOL — SILVER

TRISTAR ARMS

(816) 421-1400
tristararms.com

TriStar Arms is now offering a **16-GA BRISTOL** side-by-side shotgun in two options: An English-stock, color case-hardened model and a gold-adorned, laser-engraved Silver model. Features include auto ejectors, brass front sight, single selective trigger, chrome-lined chamber and barrel, Turkish walnut stock, oil finish and five Beretta-style choke tubes (skeet, improved cylinder, modified, improved modified and full). The shotgun sports 28" barrels and it weighs 6.55 lbs.



XLR CHESAPEAKE

FABARM USA

(410) 901-1260
fabarmusa.com

The 12 GA **XLR CHESAPEAKE** from Fabarm USA is available with 28" or 30" barrels, All-Terrain composite stock in True Timber Strata camo with soft touch finish and Cerakote Midnight Bronze on the barrel and action. It arrives with four chokes: three INNER HP Flush fitting chokes and one extended choke with a Cerakote Midnight Bronze finish. The gas-operated XLR Chesapeake has a 14.5" length of pull, weighs 6 lbs., 4 oz., and measures 48.5" overall (28" barrel models).

The **ELOS 2 ELITE** is a purpose-built shotgun with refinements such as a pistol-grip stock for comfortable and repeatable hand placement and smooth mount during the sudden flush of wild birds. The stock and forend are crafted with a deluxe grade of walnut with a matte oil finish. The receiver is richly color case-hardened with traditional game scene engraving and gold inlays of game birds. The TRIBORE HP tapered bore and INNER HP chokes ensure optimal pattern performance while reducing felt recoil. The shotgun sports 28" or 30" barrels and is available in 12 GA or 20 GA. A left-hand stock option is available.

MASTERPIECE ARMS

(866) 803-0000
masterpiecearms.com

MasterPiece Arms adds the **MPA DS9 COMMANDER** to its wide-body, double-stack 1911 pistol line. The components machined by MPA include the classic length light rail frame, TriTop slide, 4.25" MPA 416R stainless bull barrel, stainless steel beavertail/grip safety, stainless steel ambidextrous safety, stainless steel slide stop, firing pin stop, ejector, carry mag well and 7075 black anodized aluminum grip. The DS9 Commander Pistol also includes a Koenig hammer, sear and disconnect, Wolff Springs, custom-machined aluminum trigger shoe, a one-piece stainless guide rod and a 3.5-lb. trigger pull. Each pistol is hand-built, including hand lapping the frame to slide fit, and comes in a custom MPA single pistol case with two 126mm MBX magazines.



ONTARIO KNIFE COMPANY

(800) 222-5233
ontarioknife.com

Ontario Knife Co. expands its Old Hickory Outdoors series with the **OH-O MACHETE**, a compact machete and multi-purpose tool built to last for generations. The blade is 9" long, 0.095" thick and 2.5" wide near the tip, which shifts the blade's "sweet spot" forward and increases the cutting power of the blade where it's needed most. The blade is constructed from 1075 high carbon steel with a phosphate coating. The OAL is 15.5625", ideal for a variety of outdoor cutting tasks. The included quality leather sheath makes carrying the machete around camp easy and comfortable.



TERRAIN
(OUTDOOR GREEN)

ELITE ARCHERY

(877) 503-5483
elitearchery.com

Elite Archery's **TERRAIN** features a compact design that's comfortable to draw, stable to shoot and powerfully accurate. To reach an IBO speed rating of 325 fps, it utilizes a hybrid cam system. A rotating mod reaches 25.5" to 31.5" draw lengths with adjustments in precise half-inch increments. At less than 4 lbs., the Riser Cage aluminum riser is stable and steady while the slim Precision Grip helps balance the bow for quick shot acquisition. The Terrain's VibeX Blocks and integrated string stop combine to stifle dynamic vibration for a quiet shot. The Terrain is offered in four different colors: Ninja Black, Mountain Tan, Sienna Brown and Outdoor Green.

The **ELITE BASIN RTS** (Ready to Shoot) reaches 70 lbs. of draw weight and features aluminum components. The package comes complete with sight, stabilizer, quiver and full containment arrow rest from Custom Bow Equipment.



NORTH STAR ARMS

(623) 242-7660
northstarms.com

From North Star Arms, the California-compliant **NS-15CA** is chambered in 5.56 NATO. Its bolt carrier group is full auto-rated, high-pressure tested and mag particle inspected. The 15" free-float M-LOK handguard has four QD mounts, and the receivers are fully machined from 7075-T6 aluminum. Furniture is comprised of a FRS-15 GEN III Carbine standard stock kit. The 16" barrel has an M4 feed ramp, QPQ corrosion-resistant finish and 1:7" twist rate. The NS-15CA is 35.375" long and weighs 7.5 lbs., unloaded.



TT TAC POUCH 1.1

TASMANIAN TIGER

(800) 259-5962
tasmaniantigerusa.com

Five new tactical pouches for greater modularity and customization on vests, plate carriers or backpacks are available from Tasmanian Tiger: The **TT TAC POUCH 1.1**, **TT TAC POUCH 4.1**, **TT TAC POUCH 5.1**, **TT TAC POUCH 6.1** and **TT TAC POUCH 7.1**. Available in a variety of sizes with slightly different features, all pouches boast a large opening, flat mesh interior pockets, elastic loops, a strap system to hold additional gear and a MOLLE reverse system. The pouches are constructed from Cordura 700 den (Multicam versions are 500 den) and are available in black, olive, Coyote or Multicam.

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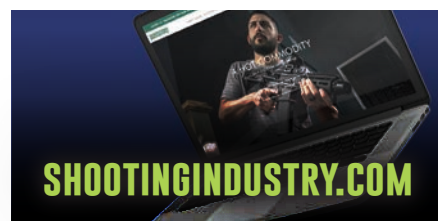
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SAMSON MANUFACTURING

(888) 665-4370
samson-mfg.com

Samson **RAPID PRECISION MOUNTS (RPM)** feature a lightweight design that won't compromise durability or accuracy. Integrated into the clamp cross bolts are two steel recoil lugs to help eliminate scope base movement during heavy recoil to better maintain zero. The scope ring bases utilize threaded steel inserts to prevent the internal threads from being stripped by the ring cap screws, extending the lifespan of the rings if the user decides to change out an optic. The RPM is available with a 30mm ring and 2" offset.

SPYDERCO

(800) 525-7770
spyderco.com

The Spyderco **ENDELA** sports a Wharcliffe blade profile; its perfectly straight edge and curved spine merge to create a versatile blade shape offering both extreme cutting power and scalpel-like precision. Full-flat ground from VG-10 stainless steel, the Endela's 3.4" blade is available in both PlainEdge and SpyderEdge formats and includes a fully accessible Trademark Round Hole for swift, ambidextrous, one-handed opening. Its injection-molded fiberglass-reinforced-nylon handle features skeletonized stainless steel liners, a sturdy back lock mechanism, a non-slip Bi-Directional Texture pattern and a four-position pocket clip.



butter staples, like ammo.”

“Ammunition supply is going to continue to be a top challenge. Getting more calibers on the shelves and getting the prices back down are one of the keys to successful range and store operations,” Tyler added.

Southard noted a mixed bag of fortunes on ammo inventory at Bullet & Barrel.

“Supply-chain issues will continue to plague industries across the board. In some aspects we’ve seen ammunition come back, but in other ammunition segments we see shortages worse than late 2020. We’re hoping the improvements continue into 2022,” Southard noted.

Doug MacKinlay, president of Diamondback Shooting Sports in Tucson, Ariz., is prepping for sudden demand shifts and is weary of President Biden’s anti-gun policies.

“Our greatest challenge will be in maintaining sufficient inventory levels to meet the demands of our customers without getting inventory-heavy and being caught with excessive inventory when the buying frenzy ends,” he said. “Our other concern is the current administration and any attempt they may have to ‘weaponize’ ATF.”

Clark earmarked increased competition for discretionary spending as a hurdle for dealers and ranges to overcome in the new year.

“The biggest challenge is going to be competing for discretionary recreational dollars,” she said. “For a lot of Americans, things are tighter financially right now. As retailers and range operators, we compete with other recreational activities for consumer dollars. How do we stay top-of-mind and exciting enough to make those consumers spend their money with us, instead of choosing something else?”

ACHIEVING NEW YEAR SUCCESS

Our panel shared their tips for achieving success in the new year. In short, it’s not likely to be a silver bullet.

“To be successful next year, we need to have a multi-pronged approach,” Clark advised. “From a marketing perspective, we need to

be speaking the right language to the right audience at the right time ... and often! On the operations side, once you get the customers in your facility, you have to do such a good job they want to return. These days, it’s everything from customer service to facilities to sanitization and safety. It’s slightly different in every market, but the common denominator is staying relevant and competitive for those discretionary consumer dollars.”

Ausley has emphasized the following on his team: Get after it and *make* 2022 a good year.



Being agile to the needs of our respective customers will be more important than ever.”

**Louis Southard, General Manager
Bullet & Barrel**

“I’m often asked how we continue to grow even years after record sales and the answer is simple, our team chases it! We don’t sit on our hands and complain about the downturn, instead we look for new ways to make it an upturn,” he shared. “We provide the best customer service, price and selection to keep customers coming to us. Downturns are buying opportunities to load up because the next run is right around the corner.”

Southard, of Bullet & Barrel, shared agility will be key to success in 2022.

“Being agile to the needs of our respective customers will be more important than ever. As we’ve seen in the past couple of years, we can experience industry-altering events. The agility our store is capable of will allow us to remain a leader in the Southeast,” he noted.

Hague cautioned against getting

caught with overpriced inventory if prices begin to drop once supply equalizes.

“Although it’s been a struggle to get some of this ammo or product, it will be beneficial to wait until you get a cost that reflects the industry. The questions ‘Is this a good price?’ and ‘How long will we be holding on to it?’ will be important for many companies in 2022,” he said.

Tyler is looking to find a balance between a welcoming environment and further streamlined operations in the new year.

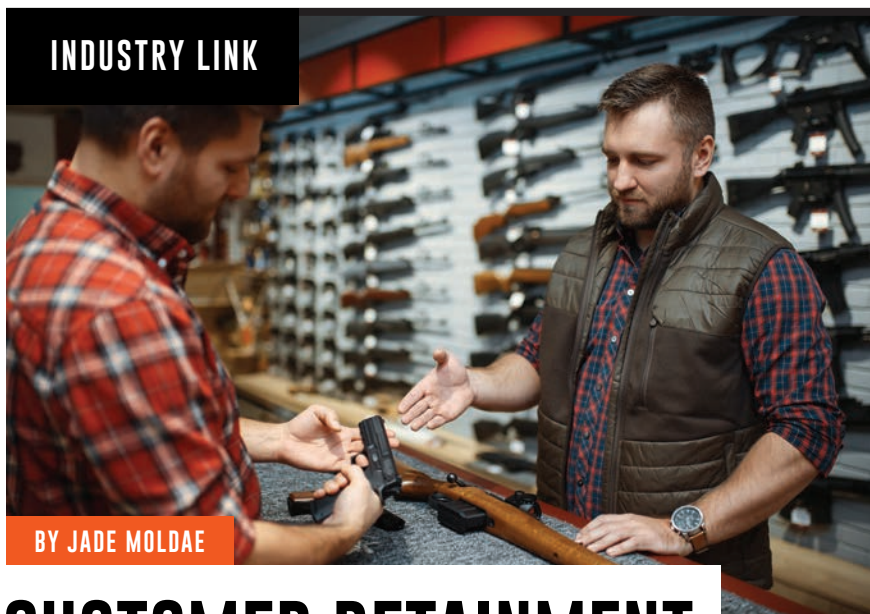
“While we want to maintain the family atmosphere in our physical locations, we’re looking at how to better automate back-office tasks, as well as giving customers more options for self-service — like our online layaway payment portal,” he said.

Laws said a buying model that better supports independent dealers would amplify their efforts, given an independent’s relationship with its community.

“Manufacturers simply must understand the issues facing their retail outlets if they want us to remain their number-one marketing tool — which we are,” he stated. “Independents are literally nationwide in every community and give out product information, customer service and training for the benefit of the manufacturers and wholesalers. Yet, we’re treated contingent on how much money we spend without any thought of the value we give. In that model, of course, the big-box/discounters get the attention and the competitive advantage of discounts, which drive independent brick-and-mortars out of business. Seems pretty shortsighted to me.” **SI**

Editor’s Note: For more insights on how this panel of dealers is approaching the 2022 new business year, see the online version of this story at shootingindustry.com/industry-link.

Reader, have your say! What are your new year predictions? Agree or disagree with what has been presented here? Send me an email: editor@shootingindustry.com.



BY JADE MOLDAE

CUSTOMER RETAINMENT KEY IN 2022

With the 2022 New Business Year officially underway, dealers have an opportunity to make this the year of customer retainment. Since March 2020, millions of people have become first-time gun owners. If even a small fraction of them can be motivated to sharpen their skillset, buy accessories and become enthusiasts, dealers and range operators stand to benefit immensely for years to come.

We asked a panel of trusted dealers to share some thoughts on the upcoming year, as well as tips for retaining customers and overcoming market challenges to be successful.

A RETENTION FOCUS

Easier said than done, but prioritizing re-engagement with first-time guests should be at the top of a New Year's resolution list.

"Bringing back all of our new gun owners will be crucial for our continued success," shared Louis Southard, general manager of Bullet & Barrel in Huntsville, Ala. "We've been fairly successful selling memberships to new gun owners, which makes them long-term customers. Along with this increase in membership sales we're pushing for more advanced firearm classes to further their knowledge and skill."

SafeSide Tactical, with two Virginia

locations, plans on using technology to facilitate customer retention.

"For 2022, customer retention is going to be a focus as we overhaul our Range Membership program," said Mitchell Tyler, SafeSide Tactical owner/VP. "We're working to leverage technology and existing customer data to get our range programs — and all of the new added benefits — in front of those who we've already had contact with."

With new customers trending younger, Jacquelyn Clark, co-owner of Bristlecone Shooting in Lakewood, Colo., is adjusting Bristlecone's marketing efforts accordingly.

"The overall demographic of these first-time guests in '20 and '21 is younger,



These new customers can find information anywhere, but what they receive in the store from our staff should be accurate, and accountable."

Alex Hague, Co-Owner
Vandalia Range & Armory

so we're going to be investing more in our digital marketing efforts," she stated. "As an example, we added a staff member to our training department admin team who spends a lot of time sending targeted emails to customers who have taken our intro level and CCW classes. The emails include an offer to get them to come back in. Since they're so targeted and specific, we've seen some good success here already."

Clay Ausley of Fuquay Gun in Fuquay-Varina, N.C., shared the customer-retainment process starts on the customer's first visit to his store.

"Our team offers top-shelf customer service every day, and this is a level most stores aren't willing to offer. By maintaining a large, friendly staff we're able to ensure even if one of our clients goes to another shop they'll typically return to us for their needs — and to get that top-shelf service," he said.

In a similar vein, Alex Hague, co-owner of Vandalia Range & Armory (with a location in Vandalia, Ohio and New Castle, Ind.), recognizes the knowledge base of his team is crucial to developing trust from customers.

"We have an abundance of new gun owners, and we know many of them need training, education and assistance. Some of our goals are to offer more beginner courses, incentives and promotions. On top of that, our company has stressed the importance of customer service and selling information. These new customers can find information anywhere, but what they receive in the store from our staff should be accurate, and accountable," he noted.

THE ELEPHANT IN THE ROOM

It's no secret: Supply-chain challenges represent a real threat to undermine the progress made over the past couple years bringing new people into firearms ownership and the shooting sports.

Several of the dealers interviewed here noted rising prices and limited availability of product will be a significant obstacle limiting repeat business in 2022.

"Folks are pushing back on the price of ammo which directly affects our range business," shared Barry Laws, CEO of Openrange in Crestwood, Ky. "I'd say lower-priced ammunition is mandatory to bring business back. Not just on promotions, but bread-and-

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PERFORMANCE COUNTS

MY RRA

DELIVERS WHEN SUCCESS IS CRITICAL

THE **OPERATOR** IS BACK

CALIBERS	OP1000BT (.308)	OP1500 (.223)
BARREL	16" CHROME LINED, 1:10 TWIST	16" LIGHTWEIGHT CHROME LINED
WEIGHT	8.2 LBS	6.4 LBS
LENGTH	34.5" RETRACTED	33" RETRACTED

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