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WE NEED TO V-O-T-E

SHOOTING INDUSTRY®

THE INDUSTRY'S BUSINESS MAGAZINE — EST. 1955

\$5 | OCTOBER 2022

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SAFETY TIP: Store firearms securely, inaccessible to children and unauthorized users.

Consult and comply with any and all applicable federal, state, and local laws, regulations, requirements, and/or restrictions, including but not limited to those regarding the purchase, ownership, use, transport, and carrying of a firearm.

When A Novelty Becomes Mainstream

In what was initially a novelty, optics-ready handguns are all the rage today. Inside this issue, dealers share their impressions of red dots on pistols for carry or defense in “Handguns: Focus On What Sells” (pp. 28–31).

“We’re getting requests all the time and it’s reflected in my ordering now,” observed Mark Hood, co-owner of Red Hill Trading Post in Scottsville, Ky.

Likewise, in this month’s *Personal Defense Market* column, Massad Ayoob provides additional selling points to help dealers “get on the dot” in selling an optics-ready handgun to a customer (p. 20). While there are many benefits to owning a red dot-equipped pistol, Ayoob also encourages dealers to address potential shortcomings with customers.

SELLING ACCESSORIES TO WOMEN

With the increase in women purchasing firearms comes a corresponding increase in women wanting to buy accessories. However, men and women approach the process of purchasing accessories differently. Your sales team needs to keep this in mind when making inventory decisions and suggestions at the counter.

This month’s *Arms & The Woman* (p. 22) addresses key differences, and how dealers can capitalize on increased sales to women.

MAXIMIZE REELS FOR MORE ENGAGEMENT

Much to the chagrin of business owners who predate the digital age, having a social media presence is a significant part of “doing business” today — as it gives your brand another opportunity to connect with customers outside a store’s four walls.

In this month’s *Best Practices* column, Michelle Scheuermann provides tips on how to maximize Instagram Reels to propel engagement



OCTOBER 2022

with end users. She provides seven must-haves for every Reel, while outlining three mistakes to avoid while creating this type of content. For more, see p. 24.

VALUE OF DATA-LED DECISION-MAKING

In “Decision Time,” NASGW President Kenyon Gleason recounts the progression of his organization’s SCOPE data initiative. SCOPE tracked \$5.2 billion in sales last year, and now has the capability to track consumer purchases at the retail level.

“The SCOPE platforms were developed for the industry, by the industry. This clearer picture of our industry is led by distributors, but it’s designed for everyone’s benefit. When we have clarity about the world around us, we can make better decisions about the present and the future,” Gleason shared.

NEXT MONTH: PREP FOR YEAR-END SALES

With the year-end and holiday buying season quickly approaching, Tim Barker interviews a panel of dealers who share how to get more out of year-end sales promotions through creativity and planning.

Also in November, Hank Yacek argues the new role of the “buyer” is more about “selling,” while Bryan Hendricks learns how dealers are approaching the varmint/predator markets in the wake of long-standing supply challenges.

Have feedback after reading through this issue? Let the SI team know your thoughts: comments@shootingindustry.com. [SI](https://www.shootingindustry.com)

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This new 22/45™ Lite model features a ported, anodized aluminum receiver with a natural finish that nicely contrasts its black grip and barrel. With one-button takedown, two 10-round magazines, and a 1911-style grip angle, it's the perfect .22 caliber training pistol.



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The acquisition, ownership, possession and use of firearms is heavily regulated. Some models may not be legally available in your state or locale. Whatever your purpose for lawfully acquiring a firearm – know the law, get trained, and shoot safely.



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Image: N8 Tactical

WHY RESIST THE FREE MARKET?

I have thoroughly enjoyed the ongoing conversation on being a “pariah” in the firearm distribution business. As a home-based FFL, I feel the pain of what many have expressed in the pages of this magazine.

My comment here is twofold. Yes, we do it mostly because we don’t currently have the capital for a brick-and-mortar storefront (or a range). But to the brick-and-mortars out there: why the reluctance toward a competitive business? Isn’t this what a free market is all about?

If you can’t compete with a home-based FFL, how do you compete with big-box stores or other sellers selling at pennies over cost — assuming your cost is the same as mine?

The bigger question would be for the distributors and their reasons for not supplying a home-based business. A sale is a sale, correct?

— **Raquel Stephenson, Co-Owner**
Squad 7 Firearms & Sporting Goods, Frederick, Colo.

As a home-based FFL,
I feel the
pain of what
many have
expressed
in the pages
of this
magazine.

MORE GUNSMITHING CONTENT, PLEASE!

I was looking forward to articles about the art of gunsmithing in modern times and all the interesting things about “how to” of the old days. The major magazines have gone from “how to do” articles and “where to buy” articles. Maybe people just don’t know how to do things anymore.

If it takes a little skill maybe they think it just can’t be done and forget about it. Just my two cents’ worth!

— **Don Keller, Gunsmith**
The Trade Blanket, Paron, Ark.

Don, your email prompted a good internal discussion among our team, and we developed a three-part series taking place next year on “how to” set up a gunsmithing operation as part of a dealer’s business. I’ll admit, I’m biased — but it will be worthwhile! Thank you for reading *SI*. Reach out anytime.

— **Jade Moldae, Editor**



Henry Lever-Action .22

KUDOS TO HENRY!

My Henry 22 is about 10 years old, but lightly used. It developed some flaking on the finish of the receiver lately. I contacted Henry and they sent me a prepaid label to return the gun to the factory with no cost to me.

That’s fantastic service and a wonderful warranty. But, even more, I got the gun back in my hands 10 working days from the day I shipped it. What an awesome turnaround. I’m so glad Henrys are made and serviced in the USA.

Kudos to Henry! I guess my dreams of

HAVE A THOUGHT WHILE READING THE ISSUE?

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

a .357 Magnum lever action will have to be another Henry.

Alan Weber
Via *GUNS Magazine*

RANGE ENVY

If only we had these ranges available here in Australia as you have. Freedom of shooting at one's leisure is a pipe dream here.

Daniel Pottini
Melbourne, Australia

NICS CHECKS = CLICKBAIT

NICS checks mean *bugger* when it all comes to actual firearms sales! A NICS check can equate to one firearm, 20 firearms or no firearm.

In addition, the figures are skewed by “agency” requests. For example, the state of Kentucky runs a NICS check on each CCDW holder every month — so the



▲ August was *SI*'s first-ever Range Issue — generating “range envy” from readers worldwide.

“media hype” regarding “NICS Checks” is and nothing more than clickbait. **SI**

Steve Herberth, Owner
Falcon Defense Group, Louisville, Ky.

Steve, thank you for your response and for reading *Shooting Industry*. Each time we report on NICS checks, we include a qualifier that while they are not a direct reflection of firearm sales, they do provide an additional perspective on current market conditions. This is also why we use NSSF-adjusted checks, too, because they're derived by subtracting out NICS purpose code permit checks and permit rechecks used by states for CCW permit application checks, as well as checks on active CCW permit databases.

— Jade Moldae, Editor

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THE ANTI-GUN MOVEMENT'S LATEST TARGETS

By Jade Moldae

The 117th Congress has been (largely) ineffective doing the bidding of the left to restrict gun rights. The swift passage of the Bipartisan Safer Communities Act, signed into law June 25, drew the ire of firearms industry businesses — but also didn't do "enough" to satisfy the other side of the aisle, with President Joe Biden claiming "more has to be done."

Where they haven't been able to legislate, members of Congress and anti-gun advocates have sought fresh avenues to restrict commerce in the firearms industry.

In May, five Democratic senators — Sens. Edward Markey (D-Mass.), Richard Blumenthal (D-Conn.), Cory Booker (D-N.J.) and Dianne Feinstein (D-Calif.) — sent a letter to UPS, FedEx, U.S. Postal Service and 25 other major

carriers, that shared their concern "lax security measures are contributing to the epidemic of gun violence in this country by allowing criminals to use stolen firearms to commit crimes."

About a month later, UPS sent letters to customers such as Ghost Firearms and Brownells, informing them their accounts had been cancelled — "effective immediately." In addition, the letter stated any package found in the UPS system "may be seized and destroyed."

June 28, FedEx Express and FedEx Ground enabled ID scanning functionality for deliveries in the U.S. that require an adult signature. The ID scanning technology electronically captures the recipient's name and automates age verification. According to FedEx, it will not record other personal

data — such as the driver's license number, phone number, birthdate, home address, etc. The change at the freighter level is already impacting changes in some manufacturers' shipping procedures.

Where they haven't been able to legislate, members of Congress and anti-gun advocates have sought fresh avenues to restrict commerce in the firearms industry.

NEW CREDIT CARD RULE

Sept. 9, the International Organization for Standardization (ISO) announced it would create a new Merchant Category Code (MCC) specific to firearm and ammunition retailers. These codes are used by payment processing networks to categorize various transactions. Prior to Sept. 9, credit card purchases at gun stores were categorized as "general merchandise."

This development came after multiple petitions by the anti-gun Amalgamated Bank (AB) to the ISO. In mid-2021, AB requested an MCC for gun and ammunition retailers, and then resubmitted the same petition June 2022.

Days before the announcement from the ISO, Sept. 2, U.S. Senator Elizabeth Warren (D-Mass.) and U.S. Rep.

Continued on p. 12

ALIEN GEAR ANNOUNCES MILITARY, L.E. & FIRST RESPONDER DISCOUNT

Alien Gear Holsters is supporting the military, law enforcement and first responder communities by offering them a 15% discount on all its products.

"These dedicated individuals put their lives on the line every day to protect our country and its citizens, often with very little thanks or recognition.

As an American-made company with many veterans and former police on staff, we wanted to show our support to this community by providing them with a special discount that will help make obtaining new gear a little more affordable for them," said Shawn Hostetter, CEO of Alien Gear.

Those eligible to receive the special discount may visit aliengearholsters.com/govx and complete the necessary form. Once verified, a unique discount code will be instantly provided.

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leather and lightweight, neoprene composite holsters with plastic shells that are interchangeable with any IWB and OWB holster style. Alien Gear holsters are made in the USA, and include a Forever Warranty and 30-Day Test Drive to ensure 100% satisfaction.

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30-RD ALUMINUM GREY MAGAZINE

BROWNELLS MAG DUMP SUPPORTS SAF LAWSUIT

Brownells announced its most recent donation of nearly \$60,000 to the Second Amendment Foundation (SAF), based in Washington. The funds were raised during the company's Mag Dump for Washington State event between March 14 and June 24. The donation will help fund the lawsuit against the state's ban on standard-capacity magazines, signed into law on March 23.

"The Second Amendment Foundation really appreciates the financial support Brownells has given us to make our lawsuit possible. This is not the first time Brownells has helped fund our 'Winning Firearms Freedom One Lawsuit at a Time' efforts," said Alan Gottlieb, SAF executive VP.

The Mag Dump assured consumers a percentage of sales from every Brownells aluminum 30-round magazine they purchased would go toward SAF's legal efforts in Washington.

"Brownells is a passionate defender of the Second Amendment. We support several pro-Second Amendment organizations, but we see SAF as a stalwart in the fight to preserve our Constitutional freedoms," said Ryan Repp, Brownells VP of marketing.

Many Washington state residents took advantage of the Mag Dump to purchase reliable, standard-capacity magazines during the grace period between the day Senate Bill 5078 was signed into law and July 1, the day the magazine ban took effect.

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WINCHESTER PLEDGES \$125,000 TO FOLDS OF HONOR

Winchester Ammunition announced a \$125,000 pledge to the Folds of Honor Foundation, a 501(c)(3) nonprofit organization that provides educational scholarships to the spouses and children of fallen or disabled members of the U.S. armed forces.

"We're so grateful for the patriots at Winchester and for the company's generous support. Winchester recognizes and addresses the needs of the military families we serve. These students

deserve our help, and we're thankful for Winchester's commitment," said Lt. Col. Dan Rooney, U.S. Air Force reservist, founder and CEO of Folds of Honor.

The Winchester USA VALOR collection of military-inspired ammunition pays tribute to U.S. fighting forces, while supporting Folds of Honor's efforts with proceeds from its sales. It has rifle, handgun and shotshell offerings.

"We're thankful for the opportunity to support the families of those heroes through our partnership with Folds of Honor. Winchester has proudly supported our U.S. Warfighters for more than 100 years on battlefields around the world and



WINCHESTER USA VALOR

during times of peace," said Winchester President Brett Flaughter.

Folds of Honor's educational scholarships support private school tuition or tutoring in grades K-12, as well as postsecondary tuition (two- or four-year college/university and technical or trade school). Since its inception in 2007, Folds of Honor has awarded more than 29,000 scholarships totaling more than \$145 million in all 50 states.

[/ winchester.com / foldsofhonor.org](http://winchester.com/foldsofhonor.org)

Continued from p. 10

Madeleine Dean (D-Pa.) sent letters to the CEOs of MasterCard, American Express and Visa urging them to "support the creation of a new merchant category code for gun and ammunition retailers and to request information about their reported opposition to Amalgamated Bank's application for such a code."

The letter was endorsed by AB, Guns Down America, Giffords and Everytown for Gun Safety.

"Banks should report dangerous warning signs to law enforcement when extremists are quickly building up massive stockpiles of guns, but that first requires ensuring gun store transactions have a unique identifier," said John Feinblatt, president of Everytown. "We applaud Senator Warren and Representative Dean

for calling on credit card companies to support the creation of this merchant code, so banks have the tools they need to help law enforcement intervene before warning signs turn into tragedies."

Bowing to the pressure of anti-gun groups, Visa Inc. announced Sept. 10 it plans to start separately categorizing sales at gun shops, joining Mastercard and AmEx.

An article published by the NRA-ILA posited this new code will give anti-gun groups another avenue to attack gun owners and industry businesses.

"If fully implemented by the various payment processors, the hope of gun control groups for this new MCC is it would create a registry of gun owners they have long sought and provide them with another tool to attack lawful industry

when firearms are used in crime," it said.

Mark Oliva, NSSF managing director of public affairs, pointed out an intrinsic flaw in this proposal.

"The ISO's approval to create MCCs for firearm and ammunition purchases is flawed on its premise," he said. "Those authorities who have been clamoring for these codes claim this will assist law enforcement to uncover suspect purchases without specific criteria to define what would be considered suspicious."

Industry organizations are already working on ways to prevent or reduce the implementation of the new MCC — which *SI* will continue tracking.

Editor's Note: This is a developing story. To stay up-to-date on the latest news, sign up to receive *SI*'s weekly eNewsletter, Dealer Advantage: shootingindustry.com/dealer-advantage.

FIREARMS LEGAL PROTECTION IS AVAILABLE IN FIVE NEW STATES

Firearms Legal Protection, a leading provider of legal defense for self-defense, will now offer policies in Arkansas, Montana, Nevada, Tennessee and Wisconsin, with the same benefits and pricing as memberships in most other states.

"It has been exciting to see Firearms Legal Protection grow and now offer excellent legal protection in the majority of the nation," said Pliny Gale, Firearms Legal Protection director of marketing.

"These five states have a strong tradition of personal liberty, personal protection and firearm ownership — we're glad to be able to offer legal protection to residents of these states."

The price levels and benefits of the Individual Basic, Individual Premium and Family Premium policies will match what is offered in most other states. Individuals who have completed a firearms training, safety or state-approved licensing course within the last 12 months will be eligible for a discounted rate on all policies in these states.

Gale continued, "Our legal team has been working diligently to build out the best available product in each state while keeping benefits and pricing as consistent

as possible, instead of offering more generic 'watered down' memberships that may not be the best option in states that are not regulated as insurance."

Residents in these five states — especially those who carry a weapon for self-defense — are encouraged to visit firearmslegal.com to apply for a policy. Firearms Legal Protection policies will soon be sold through instructors and facilities in these states, as allowed by insurance regulations in each of state.

[/ firearmslegal.com](http://firearmslegal.com)



FEDERAL BREAKS GROUND ON RAW MATERIALS WAREHOUSE

Federal Ammunition celebrated a warehouse expansion project with a groundbreaking ceremony on Aug. 30. The multi-million-dollar, 100,000 sq. ft. warehouse will be constructed in the eastern part of Federal's property, which sits within the city limits of Coon Rapids, Minn.

Federal President Jason Vanderbrink was joined by Tom Becker, from The Opus Group (Federal's construction partner) and Jerry Koch, mayor of Coon Rapids, for the ceremony. The new facility — Federal's first major building within the city of Coon Rapids — is planned to be operational by early spring 2023.

"Expanding operations across our grounds is very important as we become even more vertically integrated," Vanderbrink said. "This project will improve efficiency in our manufacturing



Federal Ammunition President Jason Vanderbrink (center) is flanked by The Opus Group's Tom Becker (left) and Coon Rapids Mayor Jerry Koch (right), along with Federal employees to mark the groundbreaking of a new raw materials warehouse.

process by storing, in close proximity and in one location, the raw materials needed to build ammunition for our loyal customers. I see this as the next big step in continuing our marketplace leadership and expanding our progress as the largest ammunition manufacturer that we are today."

Federal's Anoka facility currently encompasses 175 acres in Anoka County, Minn., with nearly 1 million sq. ft. of manufacturing and operations space. This property crosses the city lines of Anoka

and Coon Rapids. The Anoka location has approximately 1,500 employees and manufactures four types of ammunition products — including shotshell, rifle, handgun and rimfire ammunition — plus bullet and primers as reloading components.

"We know this new facility will help Federal by eliminating their current need of on-and-off-site material storage, ultimately allowing them to enhance their manufacturing capabilities on the factory floor," Becker said. / federalpremium.com

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MOSSBERG ANNOUNCES FREE HOLSTER PROMOTION

Mossberg announced its MC2 free holster promotion, a limited-time offer for consumers purchasing any MC2sc or MC2c 9mm pistol between July 6 and December 31 of this year. Qualified purchasers will receive a Black Arch Rev-Con holster, valued at \$54.95.

Following the success of Mossberg's first semi-auto pistol, the MC1sc, the company expanded its pistol line to include the MC2c (compact) and MC2sc (subcompact). With their double-stack magazines, these compact-profile pistols offer increased capacity, but are comfortably sized for concealed carry.

Constructed of glass-reinforced polymer, MC2 frames feature high-tensile strength and stiffness combined with impact and chemical resistance. The

slides are 416 stainless steel, and feature a black diamond-like coating. For positive manipulation, the slides have angled front and rear serrations. Also integrated into the slide is a removable plate, which allows for direct mounting of optics.

Disassembling the MC2 for routine cleaning or maintenance does not require a trigger pull because of Mossberg's innovative Safe Takedown System.

Certain restrictions apply to this offer, which is valid in the U.S. only, except for California residents. Some MC2 models may not be available in all jurisdictions. See Mossberg's website for additional details and restrictions.

Redemptions must be postmarked or submitted online direct to Mossberg by Jan. 31, 2023. The promotional offer is limited to holster stock on hand, and no rain checks are available. Those redeeming the holster offer should allow 4-6 weeks for delivery.



MOSSBERG MC2C/BLACK ARCH REV-CON

To redeem by mail, purchasers may send their name and mailing address to Mossberg MC2 Free Holster Promotion, 7 Grasso Avenue, North Haven, CT 06473-9844. Include the store sales receipt and gun box end panel label, which displays the product serial number and SKU number as proof of purchase.

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

AMMO SPIN-OFF TO RESULT IN TWO INDEPENDENT COMPANIES

AMMO Inc., owner of GunBroker.com, and a leading producer of high-performance ammunition and components, announced its board of directors unanimously approved a plan to separate its ammunition and marketplace businesses into two independent, publicly traded companies.

Outdoor Online Inc. will be comprised of GunBroker.com and its related online businesses. Current AMMO chairman and CEO Fred Wagenhals will assume the same role for Outdoor Online.

Action Outdoor Sports Inc. (AOS), will retain the company's current ammunition and munition components business, including its well-established STREAK, Signature, Blackline, /stelTH/, Blueline, AMMO Brass and Hunt ammunition brands.

The AOS CEO, executive management team, board of directors and headquarters location will be announced at a later date in advance of the transaction's completion, anticipated during calendar year 2023. The management team will be comprised

of select current AMMO executives and industry leaders.

AMMO plans to create these companies through a tax-free spin-off of AOS. The AOS corporate operations will remain headquartered in Scottsdale, Ariz., with manufacturing operations based in Manitowoc, Wis.

AMMO anticipates the transaction will be in the form of a dividend distribution to its shareholders of 100% of the stock of AOS. The distribution is intended to be tax-free to both companies and their shareholders for U.S. federal income tax purposes.

Concurrently, AMMO will change its name to Outdoor Online and will operate under a new ticker symbol.

"AMMO's management team and board completed a detailed analysis and assessment of our operations, business units and growth opportunities, all with the singular goal of unlocking and enhancing shareholder value. With the opening of AMMO's new state-of-the-art manufacturing plant in Manitowoc, Wis., and the enhancement of the integrated GunBroker.com marketplace operations following the 2021 acquisition, the management team, board and our advisors believe the time is right to deploy this exciting strategy," said Wagenhals.



Scaled-up operations within the new plant are expected to increase production to approximately 1 billion loaded rounds of ammunition to support the manufacture and sale of its patented STREAK Visual (red and green) ammunition, /stelTH/ subsonic munitions and specialty rounds for military and law enforcement use via government programs.

AMMO reasonably anticipates the transaction will be completed in the 2023 calendar year.

It is subject to final approval by the company's board of directors, other regulatory approvals and satisfaction of other standard and necessary terms and conditions. Lucosky Brookman LLP is acting as legal advisor to the company.

[/ ammoinc.com](https://ammoinc.com) / gunbroker.com

HENRY DONATES \$50,000 FOR VETERAN SUPPORT TO THE AMERICAN LEGION

Aug. 30, Henry USA President Andy Wickstrom was on hand to present a \$50,000 check to The American Legion during its 103rd national convention in Milwaukee, Wis. American Legion National Commander Paul E. Dillard, who joined Wickstrom on stage, also received an engraved Henry Military Services Tribute Edition rifle in appreciation for his more than 50 years of membership and leadership with the organization.

Chartered by Congress in 1919, The American Legion is America's largest wartime veterans service organization, with over 2 million Legionnaires serving the motto, "Veterans Strengthening America." By extending their service beyond their military enlistment, Legionnaires seek to improve the

well-being of their fellow veterans, families, communities and the country through various services and programs including youth mentorship, homeless veteran assistance, and quality-of-life improvements for wounded veterans.

"Henry Repeating Arms believes in The American Legion's principles and mission of strengthening America by upholding American values, fostering patriotism, giving back, and we respect their many extraordinary accomplishments," said Wickstrom.

Celebrating its 25th anniversary



Henry Repeating Arms Company President Andy Wickstrom (left) presents a \$50,000 check and a Henry Military Services Tribute Edition rifle to The American Legion National Commander Paul E. Dillard.

this year, Henry Repeating Arms CEO and Founder Anthony Imperato made a milestone \$1 million pledge to highlight the company's charitable branch called Guns For Great Causes. The philanthropic program benefits individual families of sick children going through treatments, children's hospitals, and non-profit organizations supporting military veterans, first responders, law enforcement, wildlife conservation, hunting and shooting sports education and Second Amendment advocacy.

[/ henryusa.com](http://henryusa.com) / legion.org

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INDUSTRY NEWS

SIG SAUER RAISES OVER \$125,000 FOR HAVA AT ANNUAL CHARITY GOLF TOURNAMENT

SIG SAUER Inc. announced the sixth annual SIG SAUER Charity Golf Tournament raised over \$125,000 for Honored American Veterans Afield (HAVA). Held Aug. 5, 2022 at Pease Golf Course in Newington, N.H., this annual event is hosted by SIG SAUER in support of the HAVA organization.

"Through the generosity of the tournament attendance, organizations, supporters and industry partners, we were able to substantially increase this year's fundraising efforts," said Tom Taylor, SIG SAUER CMO and EVP, commercial sales. "In the six years since the incorporation of the event, the SIG organizing committee has increased the donation each year, starting with \$7,000 in 2016 to this year's record-setting \$125,000. As a result of the committee's tremendous effort, HAVA will be able to expand its important programming to



A fist bump of appreciation is shared between a disabled veteran and a participant during the 2022 SIG SAUER Charity Golf Tournament. The sixth annual event raised over \$125,000 in support of HAVA.

support disabled veterans and active-duty wounded with shooting events and hunting."

The event featured three disabled veterans playing at times with all foursomes throughout 27 holes of golf and was kicked off by New Hampshire Gov. Chris Sununu.

HAVA is a 501(c)(3) organization founded in 2007 by a group of executives from the hunting and shooting industry to help disabled veterans and injured active-duty military returning from war heal

and reintegrate into everyday life through participation in outdoor activities. HAVA sponsors guided hunts, shooting events and outdoor activities across the country hosting hundreds of veterans annually.

"For everyone at SIG SAUER, it's an honor to support HAVA and contribute to continuing the services and programs that are making a difference in the lives of the men and women who fought to protect our freedoms," Taylor said. / sigsauer.com / honoredveterans.org

NSSF NAMES 2022 HUNTING HERITAGE TRUST GRANT RECIPIENTS

NSSF selected five recipients to receive a total of \$100,000 in grants made available by the NSSF Hunting Heritage Trust.

"NSSF is proud to support these innovative projects that will address the needs of diverse groups working to inspire people to enjoy recreational shooting and hunting," said Joe Bartozzi, NSSF president and CEO. "By awarding them Hunting Heritage Trust grants, we hope to see them achieve their vision."

The recipients and projects funded by the grants are:

Camp Compass's project will unite people involved with different types of hunting activities under a common symbol that is recognizable around the nation and even the world. Grant amount: \$26,820.

Cute & Cocky will educate African American women about the shooting sports and hunting through a multi-state tour. Grant amount: \$22,000.

Femme Fatale will introduce women who are either new to the shooting sports or are interested in expanding their knowledge beyond defensive shooting, or who have been away from the shooting sports and desire to get involved again with rifle target shooting and hunting. Grant amount: \$10,180.

JMD Defense will work to reduce the number of minority children who are

being shot or killed due to improper firearm storage. Grant amount: \$17,500.

N.on.Typical Outdoorsman Inc. will produce and promote four videos highlighting first-time participation in hunting and target shooting among diverse audiences. Grant amount: \$23,500.

These 2022 grant funds are the fourth to be released from the \$1 million fund established in 2018 as the NSSF Hunting Heritage Trust. The grant was funded equally by NSSF and the Hunting Heritage Trust, which was founded by retired NSSF President and CEO Bob Delfay. / nssf.org

NSSF
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KELTEC OUTFITS FL COUNTY SCHOOL RESOURCE DEPUTIES WITH RIFLES

KelTec announced it is supplying the Brevard County (Florida) Sheriff's Office with 42 SUB2000 rifles that will give school resource deputies a uniform level of preparedness at all times.

Brevard County Sheriff Wayne Ivy said this stepped-up measure was necessary to respond to threats in schools when he announced the change on August 8, ahead of the 2022–23 school year.

"This new-style uniform and tactical preparedness gives our team members the advantage and ability to instantly address the threat with the level of force necessary to eliminate the shooter, and save the lives of innocent children and teachers," Ivy said.

Previously, if a long rifle was necessary, responding to an active shooter



Foldable and modular, the pistol-caliber SUB2000 will enable Brevard County school resource deputies the ability to respond to threats against schools quickly. KelTec has supplied 42 SUB2000 rifles to its local county sheriff.

was a longer process. School resource deputies would need to leave the building, retrieve a rifle from their vehicle and return to the school building.

KelTec's SUB2000 is a foldable rifle, making it easy to deploy. The comfort and tactical practicality address a large part of the tactical needs of school resource deputies.

"We're proud to be part of the goal Sheriff Ivy laid out in his announcement: to avoid ever having to face a threat on school campuses by being better prepared, better armed and better trained than anyone else," said Adrian Kellgren, KelTec's director of industrial production.

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

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===== CELEBRATING OUR 70TH ANNIVERSARY =====



J. ROSENBERG

Christensen Arms Hires Sales SVP

Christensen Arms hired Jeremy Rosenberg as SVP of sales where he is responsible for all sales activities, including management of the sales team and the national account managers.

"Jeremy has an outstanding and proven track record in outdoor industry sales with experience in both fortune 500 and startup companies," said Jason Christensen, CEO of Christensen Arms.

Rosenberg previously worked at SUREFIRE where he ultimately served as national sales manager. He then went on to Springfield Armory before returning to SUREFIRE as VP of sales and marketing in 2019.



K. ROSENBERGER

Primary Arms Names Director, Buyer

Primary Arms Government named U.S. foreign military sales expert Kelly Rosenberger as director of government programs and sales and welcomed Tyler Helgeson as its firearms and ammunition buyer.

Rosenberger will work with staff, clients, community partners and all stakeholders to amplify Primary Arms Government branding, develop the division and improve sales.

He previously led the Near East South Asia Center's efforts in Saudi Arabia, supporting the transformation of the Saudi Arabia Command and Staff College to an internationally accredited National Defense University in Riyadh.

He earned a master's in strategic studies from the U.S. Army War College and a M.S. in administration from the University

of Notre Dame.

Helgeson's key responsibilities include stocking and maintaining inventory on the latest firearms and ammunition products.

He brings over a decade of experience working with firearms and ammunition as an expert end user, sales supervisor and purchasing manager.

Helgeson earned a degree from Weber State University, and served four years as an airborne infantryman.



R. LINK

NASGW Welcomes Board Member

The National Association of Sporting Goods Wholesalers (NASGW) welcomed its newest board member, Ryan Link of Big Rock Sports.

Kenyon Gleason, NASGW president, said, "I'm thrilled to have another great leader from [Big Rock Sports] here to help guide our association in the right direction for years to come."

Link brings 18 years of retail and distribution experience, including nine years with Big Rock Sports, to the board.



R. DAN

Trailblazer Firearms Announces President

Trailblazer Firearms announced the appointment of Ron Dan as the company's president. "Ron's experience and reputation as a long-standing professional in our industry will be a valuable asset to our efforts at Trailblazer ... coupled with his strategic knowledge as both a professional and end user, Ron will help bring Trailblazer to its fullest potential," said Aaron Voigt, founder and CEO of Trailblazer Firearms.

Dan brings more than 15 years' experience to his new position from roles at industry companies

such as RSR Group, Chattanooga Shooting Supplies, Vertx and Stryk Group USA.



V. ROPER

Iron Valley Supply Co. Adds Account Managers

Valerie Roper and Dan Gilnack recently joined Iron Valley Supply as account managers to serve the company's community of fire-arms industry partners.



D. GILNACK

Roper, based in Texas, has over a

decade of experience in the firearms industry and most recently worked for TRIARC Systems.

Gilnack joins Iron Valley's Downingtown, Penn. office following a 15-year career in private security.

He graduated from Daniel Webster College with a bachelor's in homeland security.



E. AMBORN

E. Arthur Brown Company Inc. Promotes President, VP

E. Arthur Brown Company Inc. (EABCO) announced the promotions of Emily Amborn to the role of president and Royce Roers to VP of production.



R. ROERS

Amborn joined EABCO 14 years ago and served as marketing director in addition to roles in HR, sales and shareholder relations.

As VP, Roers will continue to expand the company's production capabilities while also developing new leaders from the production staff.

Upon his graduation from Alexandria Technical College 24 years ago as a tool and die maker, Roers joined EABCO where he has adapted CNC programming and machinery and streamlined production processes.



R. ALSEN

X-Vision Optics Taps Sales & Marketing Manager

X-Vision Optics welcomed Rick Alsen as its national sales and marketing manager

where he will be responsible for overseeing all sales and marketing aspects of X-Vision Optics as well as all imports and procurement.

"Rick brings vast amounts of brand growth and industry knowledge as well as an excellent reputation for performance to this role," noted Chris Shimek, partner and Red Wing Gear co-founder.

Prior to joining X-Vision Optics, Alsen was the national sales manager for Beavertail Products, among other related sales roles.



J. PISCIONE

Dead Air Silencers Announces Leadership Changes

Dead Air Silencers announced three executives have transitioned into new roles and John Piscione joined the company as VP of sales and marketing. Founding partner Eric Rogers (not pictured) assumed the role of general counsel and will be focusing on all legal matters for the company moving forward. President



E. BECKWITH



R. CLEVELAND

Ernie Beckwith stepped into the role of CEO, and VP Rod Cleveland moved into the position of COO.

"The support of our customers and the growth we have experienced in the past few years has provided Dead Air with the need to grow internally. We are extremely excited with the opportunity to provide greater focus on product development, marketing and brand strategies, while continuing to deliver best in class customer service," said Beckwith.



G. CHADWICK

1791 Gunleather Gains Sales Associate

1791 Gunleather announced experienced firearms salesman Jeremy Chadwick joined the company as a territory sales associate. He is responsible for new business development with target accounts in South Carolina and Georgia.

Ramiro Romani, CEO of 1791 Gunleather, commented, "He has amazing energy and a can-do attitude. His retail and industry experience gives him a solid base for success."

Chadwick previously worked as a certified armed security guard and also managed a retail gun store.



Everest.com Selects CEO

Everest.com announced the appointment of Vince Lusardi as chief experience officer. In this position, Lusardi will build and expand the online community.

Prior to joining Everest.com, Lusardi served as chief design officer and then later as chief creative officer at Catch Co.

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Revo Brands Retains CRO

Revo Brands, parent company of Real Avid and Outdoor Edge Cutlery, selected Jody Agnew as chief revenue officer. In this newly created role, Agnew leads sales for Revo Brands with responsibility for the company's top line revenue growth.

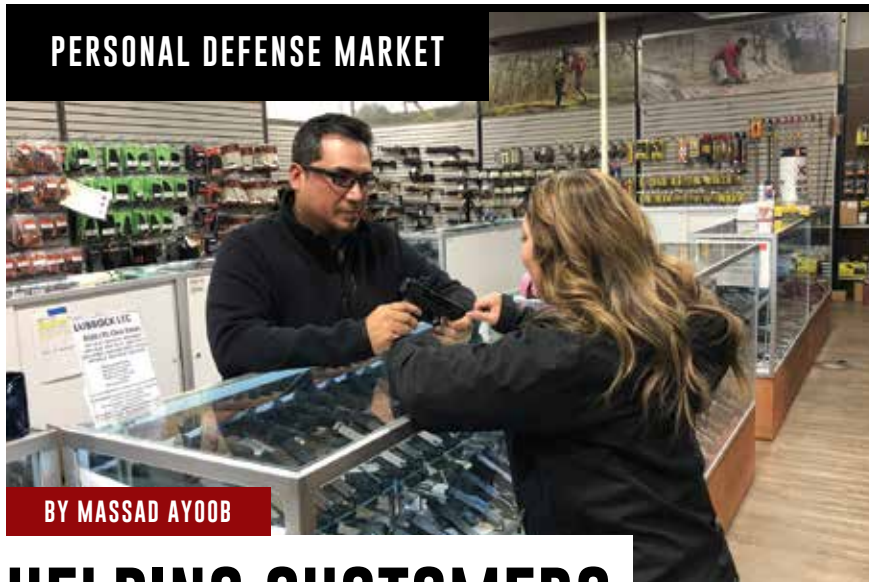
Agnew has more than 20 years' experience leading sales organizations and growth for Gerber, Taylor Brands and American Outdoor Brands.



CSSI Grows Sales Team

Chattanooga Shooting Supplies Inc. (CSSI) welcomed Brenda Bohot, Chandler Gillis, Daniel Disney, Misti Moore and Scott Patrick to its expanding sales team.

"This talented and motivated group will continue to help pioneer new territory as well as support our existing dealer and vendor relationship," shared Ron Staffieri, CSSI CEO. **SI**



BY MASSAD AYOUB

HELPING CUSTOMERS WITH CARRY OPTICS

Carry optics are burning up the handgun market today. Some of my fellow instructors tell me they have general defensive shooting classes where more than half the students show up with guns wearing carry optics, a compact version of RDS (Red Dot Sights).

Police departments are going to them in droves, either approving privately owned equipment or in some cases, issuing service pistols with the lights already mounted. This normally requires a transition class, and often new guns with slides configured for these accessories.

While all the rage, carry optics don't immediately appeal to everyone. At the gun counter, many customers get flustered when you sell — or try to sell — them something they can't make work. These suggestions may help.

SELLING CARRY OPTICS

There are lots of proven brands to offer: Aimpoint, Holosun, Leupold, SIG SAUER, Trijicon and more. Familiarize yourself with their features, and the features of the models each brand offers. For instance, in the Trijicon line there is the SRO with its desirable big window, but also the RMR with a smaller profile.

You need to help the customer assess his or her own needs, such as home

defense vs. open carry vs. concealed carry.

Above all, it's a product's advantages that sell it. Here are some of the advantages of RDS, in general.

Accuracy. While it's generally conceded they're no great advantage in terms of marksmanship at close range, it's just as generally accepted the more distance increases, the more these sights allow most people to hit with more accuracy. Your customer who runs a small kiosk probably won't find much he needs in RDS in this respect. Your customer who is a farmer and carries a pistol to shoot predators on his or her property may find this element to "seal the deal."

Better View Of Target. This often-missed advantage has proven to be a huge reason why so many police chiefs have approved RDS for their officers. When a dangerous suspect is at gunpoint, the officer's gun can block his or her critically important view of the suspect's hands. With some distance between the two, the Good Guy is more likely to be able to see the red dot on center mass of the Bad Guy and still have a good view of the suspect's hands.

Target-Focus Element. It's human nature to focus on the threat. Unfortunately, one of the first rules of marksmanship is for a perfect center hit, we have to focus on the front sight

◀ With red dots all the rage these days, it's important to bring a well-rounded approach to selling them. Educate customers on their many pros, but also acknowledge some drawbacks of their limitations. A balanced approach to selling is key.

— with an iron-sighted weapon. The most widely touted advantage of RDS in general, and carry optics in particular, is the user can follow their natural instinct to have eyes focused on the target because they can also see the dot superimposed over it.

GETTING "ON THE DOT"

You know how when you play with your pet cat with a toy laser projector, the kitty can never catch the red dot? Well, some shooters new to carry optics can't catch that particular red dot either. At least at first.

Even instructors who specialize in RDS differ in their opinions on how to help someone new to this gear to find the red aiming marker immediately. Some recommend their particular version of "modern isosceles" stances, with constant practice to establish the necessary hand-eye coordination. Others have taught students to memorize a contact point between the side of their jaw or chin and the bicep to align the head with the line of aim.

I had good luck with the latter approach when I started using red dots back in the '80s. I shot the Bianchi Cup with a Smith & Wesson Model 686 revolver, its action perfectly tuned by the late, great Andy Cannon. Atop its frame was a Tasco ProPoint red dot sight, which still works to this day. Of course, it seems huge now in comparison with compact carry optics. Head/arm alignment (which I call a "bridge index" because it's sort of a bridge between aimed fire and point shooting) is a felt index the shooter can snap up to and instantly "find the dot."

Sometimes, failure to find the dot can be an eye issue. At the Bianchi Cup event I mentioned, I reasoned since one great advantage of the optical sight is being able to focus on the target, it made sense to use my far-sighted left eye instead of my near-sighted right. Being right-handed, I would be shooting cross-dominant. I found the dot would come to the left eye naturally with the Cannon-tuned 686 if I kept my head straight up "on a swivel" and brought my chin to the bicep of my extended right arm.

This is a workable fix for any cross-dominant shooter with RDS — and even with iron sights for that matter — so long as they lock the gun arm straight out. It's probably the quickest fix you can do in a gun shop with a multi-checked unloaded pistol for the cross-dominant customer.

BINOCULAR VISION CONUNDRUM

There are other eye problems that can crop up. Here's a comment from a participant at one of the very best gun forums out there, pistol-forum.com.

"Took an intermediate pistol class a week ago, my first outing with an RDS-equipped handgun, my Staccato C2 with PA Holosun/ACSS. We did the tape-over objective to demonstrate the brain's ability to fuse left- and right-eye imagery and thus the value of shooting with both eyes open.

“

You know how when you play with your pet cat with a toy laser projector, the kitty can never catch the red dot? Well, some shooters new to carry optics can't catch that particular red dot either. At least at first.

"I explained to the instructor I didn't have binocular vision, but he couldn't get the picture. He asked me what I saw when on target; I answered: the red dot in my right visual field, the target in my left visual field. We did some shooting drills at close range and I would hit the target by simply

matching the outline of the RDS with the target. He finally gave up and let me remove the tape."

He continued, *"I have experienced an issue, fortunately not often, where my brain switches to my left eye and I lose the sights completely; this can occur because my shooting glasses are set up with 2 meter focus for the right (dominant) eye and distance focus left eye. Distance targets tend to be clearer in the left eye as a result and my brain can select the wrong eye when it gets off task. This is post-cataract surgery where, obviously, I can't change focus. The 2 meters (1/2 diopter add) works well for both irons and RDS."*

All this to say: be aware of other challenges customers may face in "getting on the dot."

WARN ABOUT DISADVANTAGES

We owe it to the customer to warn them about any shortcomings. Here are some worth mentioning.

Battery Dependency. RDS are battery dependent — and batteries can fail at the worst possible time. This is particularly true in deep cold weather. Therefore, it's critical a defensive weapon with a carry optic has backup iron sights for this reason.

Sight Obstruction. For someone using a RDS outdoors, in particular, rain or snow can gather on the lens and obscure the sight picture. In another scenario, lights behind the gun (like a flashlight held in a neck hold, for example) can flare on the lens and wash out the red dot.

Beware Of Fog. Fog is an issue when going from a cool area into a hot and humid one. This, like glare on the lens, can block the shooter's view of even the backup iron sights. Please tell the buyer to get defogger and apply it regularly; consider stocking some yourself for sale or even giving a bit of it to an RDS buyer.

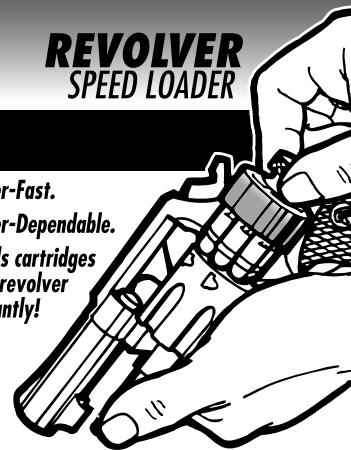
It's indeed a truism nothing is perfect. Though carry optics' advantages are so significant they've become best sellers, they're not without their foibles. If we warn our trusting customers about problems they may encounter, and show them how to deal with those problems, we're fulfilling an ethical obligation and perhaps even saving their lives. **BT**

HKS

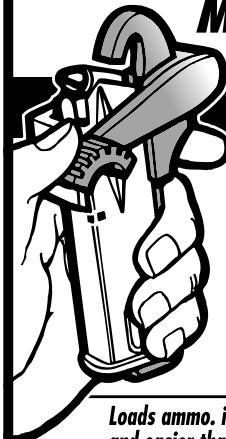
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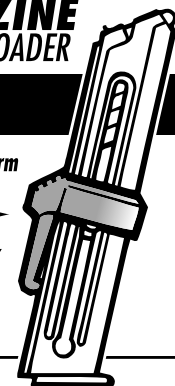
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ARMS & THE WOMAN



BY CAROLEE ANITA BOYLES

SELLING ACCESSORIES TO WOMEN

With the increase in women purchasing firearms comes a corresponding increase in women wanting to buy accessories. Whether you define “accessories” as only things you hang on a gun or as anything a customer purchases associated with shooting, sales to women can represent significant income.

RECOGNIZE KEY DIFFERENCES IN HOW WOMEN SHOP

“Women look at details,” said Sarah Parkhurst, director of business operations at Ann Arbor Arms in Ann Arbor, Mich. “They want to do more than just window shop. They want to try things on, find out how they fit and know how they feel. They’re very detail-oriented.”

Obviously, this applies to more than just things you attach to a gun; this applies to anything shooting-related women purchase.

Men, on the other hand, may have done a lot more research before they walk into the store to buy. They often walk in, say, “This is what I want,” and go straight to the register.

Certainly, these differences apply to shopping for accessories as well as shopping for guns.

“When it comes to accessories, women want to feel the difference between, say, several holsters or other

items,” Parkhurst said.

When Parkhurst shops at her favorite (non-gun) stores, she tends to make a lot of impulse purchases.

“I go in thinking I’m looking for one thing, and then I impulse buy a lot of other things because it’s a good deal, or it’s the only one,” she explained.

“I’m very impulsive with that sort of thing. But in the shooting sports world, men are more impulsive than women. Women think through what they need, how something is going to help them the most, how it’s going to make them feel the safest or how it’s going to make them the most responsible gun owner.”

Men are more inclined to make impulse purchases for other reasons, Parkhurst said.

“They might look at an optic and think they need it because it’s a bad-to-the-bone optic and it’s cool, new and shiny,” she suggested.

Men and women approach the entire process of purchasing accessories differently from one another, Parkhurst said. Men do a lot of research beforehand, so they have a good idea what they’re looking for and at. Women would rather discuss a product with someone. But there’s a caveat.

“Women don’t want to be ‘man-splained,’” Parkhurst said. “They want to know the ins and outs of everything, but they don’t want things explained differently because they’re women and

◀ Noemi Skok says, in general, women are more willing to look at different categories of accessories than men.

they definitely don’t want to be talked down to. Women want to relate to other women, and they want to talk about what their experience has been and what brought them here, which most of the time is self-defense.”

Noemi Skok and her husband own Gun Shack in Helotes, Texas. She noted two types of female customers come into their store.

“I have two types of female customers,” Skok said. “One is the woman who, for some reason, feels the need to arm herself suddenly. The other is the one who does a lot of research before she comes in, so she knows what she wants. So, they either come in with no knowledge, and we guide them through their purchase, or they come with a very specific idea of what they want.”

“**Women look at details, they want to do more than just window shop. They want to try things on, find out how they fit and know how they feel. They’re very detail oriented.”**

Sarah Parkhurst, Director of Business Operations
Ann Arbor Arms, Ann Arbor, Mich.

According to Skok, women also tend to be more conservative than men when it comes to spending money on firearms and accessories.

“With some men, the sky is the limit,” she noted. “Women are a little more budget-minded.”

Skok likes color, so she has started bringing in more guns and accessories in pink, purple and turquoise.

"If some customers don't want that, it's okay, but I know there are women out there who like those colors," she said. "It gives them the option. If they want a GLOCK in black, they can get it, but if they want a GLOCK in purple we have as well."

DO THESE TWO THINGS TO SELL EFFECTIVELY

Taking the above into consideration, Parkhurst maintains retailers need to do two things to sell accessories to women more effectively.

First, they need to invest in visual merchandising.

"Visual merchandising is the key to selling accessories to women," she said. "Visual merchandising has to make sense and be appealing to the eye. Humans, in general, have an eight-second attention span, so visual merchandising has eight seconds to grab someone's attention."

Products must be clean and displayed in a way that makes people want to pick them up and learn more about them.

And second, if your frontliners are men, educate them as to how to interact with women.

"Talk to them and let them talk to you like you have known each other forever," Parkhurst instructed. "We make a point of treating everyone like family. When they come in, we want to know what their name is, what their story is — especially if they're a first-time gun owner — and what has brought them in. I think the reason women are so comfortable in our store is they know no matter what walk of life they're from, we make everybody feel like family. They come back for that experience."

"SHE WANTS TO SEE HERSELF"

Miles Hall, senior advisor for Hall-N-Hall, said retailers need to fully understand the environment in which they're operating to make the most of selling accessories — or anything else — to women.

"Retailers need to completely understand the clientele they're selling to," he said. "Demographically, you need to find out what your area is.

Look at the ratio of men to women, and the ethnicity of the people who are there. Some retailers have no idea how diverse some of their areas are, and the only people they have working in the store are white men. That can be intimidating to other groups."



Products must be clean and displayed in a way that makes people want to pick them up and learn more about them.

Women want to talk to other women when they're buying anything in a gun store, Hall added.

"When a woman walks in the door, she wants to see herself," he said. "When a petite lady with four children comes in, she wants to see the exact same person in the store."

In short: know your area and hire representative employees.

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VALUE IN CROSS-SELLING

Skok believes women are more willing to look at different categories of accessories than men are.

"We can cross-sell more easily to women than to men," she said. "Sometimes it's because men already have a specific idea of what they're looking for, and sometimes it's because they already have thousands of rounds of ammo in the caliber that they're purchasing, so they don't need to purchase any more."

In general, Skok said it's easier to accessorize female customers because they don't tend to have all the items men have been purchasing for years.

"Men already have what they need; they just want the gun," she said. "Women don't have the specific knowledge of items that men do."

Unfortunately, this also makes women more susceptible to unscrupulous sellers, Skok noted.

For Skok, selling accessories to women is more about taking a personalized approach to each customer than merchandising or displaying something particularly for the female shooter.

"We take a customized approach to every customer who comes in," she said. "We greet them as soon as they come in the door. We ask them how we can help them and go from there. Every person is unique and has unique needs. It's a very individual thing." **SI**

BEST PRACTICES



BY MICHELLE SCHEUERMANN

Image: sdx15 / Adobe Stock

HOW TO MAXIMIZE INSTAGRAM REELS (AND ENGAGEMENT!)

If you've been creating Instagram Reels and seeing good results — you're not alone. Whether you stumbled upon Reels and enjoy them, or you see competitors making them overnight, Reels are an important part of an overall social media strategy. However, there are do's and don'ts to maximize each Reel, which helps amplify engagement, reach and, eventually, sales!

REELS ARE "IN"

To elevate engagement, we've learned to do whatever is hot on Instagram — and today, it's all about Reels. (If Reels are new to you, check out this step-by-step guide from Instagram: business.instagram.com/instagram-reels.)

Later, a social media scheduling software leader, claims they've seen a 500% (or more) increase in their engagement rate since embracing Reels as part of their Instagram strategy.¹ Truthfully, to stay in the game of attracting new followers — and therefore, potential customers — Reels must be part of a company's social media mix.

One caveat, is it's still important to review metrics to compare the performance of Reels versus other content. In the Facebook/Instagram (now Meta) Q1 2022 earnings call, it was noted Reels makes up more than 20%

of the time people spend on Instagram. There could be value in uploading a Reel per day, but don't stop posting fresh Instagram stories and feed posts, too.

Meta releases approximately 10+ updates per month for their platforms. They're pushing Reels hard with recent updates, which says videos are now Reels. IGTV is gone. Any video less than 90 seconds automatically is now a Reel. Technically, you are making Reels whether you like it or not — so why not make them good?

What is that strategy of creating a connected brand to Reels? The following are the "must-dos" for Reels.

7 MUST-HAVES FOR EVERY REEL

1. A Good Hook. This is the key to views. The hook is shown early with a text overlay immediately in the video. Keep the text short and sweet.

2. A "Meaty" Middle. After the hook, have a middle (the meat of the story) and an end. Think of every Reel as a mini story of your brand. Tell that story in 15 seconds or less.

3. A Call To Action (CTA). After the hook and middle, the end should be the CTA. What do you want them to do? Sign up for emails? Visit the store? Visit link to purchase?

4. Dabble With Creative Transitions. No need to fly in/out of clothing or a room, but those transitions are fun and captivating, and keep people watching.

5. Match The Rhythm Of The Music. This isn't always easy, so Instagram came out with templates. If a Reel you like has a template, save it. It will show exact timing for the video/music to match. Here's how to use/find templates in Reels:

- Tap the three dots on the bottom right of the Reel you want to use as a template.

- Tap *Use as template*. (Note: Not all Reels have this button.)

- Tap *Add media* at the bottom and select the photos or videos in the order you want them to appear in your Reel. You can also tap each clip, tap *Replace media* and select the photo or video to insert.

- Tap *Next* in the bottom right to preview and share your Reel.

6. Be Authentic! No matter what is posted — a static image, 10-minute video or a 15-second Reel, if comes across as inauthentic, the audience leaves quickly.

7. Follow The Trends. From trendy music to transitions, it helps to stay on top of what's new. Visit Later's "Reels Trends" blog post that is updated frequently: later.com/blog/instagram-reels-trends. Pro Tip: If you have an Instagram Business account, you'll be restricted on some of trending music. To gain access, keep the business account, but change the "category" to Entrepreneur. (Do all this under "Edit Profile.")



There are do's and don'ts to maximize each Reel, which helps amplify engagement, reach and, eventually, sales!

3 REELS MISTAKES TO AVOID

There are mistakes made when creating Reels and sometimes it's just a matter of experimenting with your own content and comfort level. Some people don't like being on camera, but the audience might demand it. Avoid the following mistakes so your channel's overall reach can be maximized to make an impact.

1. Making Edits Outside Of The Instagram App — Such As In TikTok.

Instagram favors original content and if it recognizes content from another app, it will assume the content is being utilized elsewhere, too. This is a guaranteed way to have your reach and views throttled.

2. Not Creating Different Video Lengths.

Long videos are fun and yes, showing off the brand is a must — but short videos (less than 15 seconds) will help attract new users, who can then be converted. Consider long form (say 30 seconds or longer) videos, which offer more value-added content for existing users.



Boasting 287,000+ followers on Instagram, Ready Gunner (Orem, Utah) has fun with its Reels and reaps the benefits of high view counts and engagement.

10 REELS TIPS TO GET MORE VIEWS (AND BUYERS!)

1. Show your face.
2. Create both super short (7-10 secs) and longer form (+30 secs).
3. Get that hook early!
4. Add text with timing.
5. Keep captions short.
6. Think of being "info-taining."
7. Experiment!
8. Use closed-captioning.
9. Educate.
10. Enjoy the process!

3. Long Captions. There are exactly 55 characters of text for the caption before Reels cuts it off with "...more..." and most people won't tap on the "more" to read it. When they do press the "more" option, it expands the caption on top of the video, which is difficult to read. A recent Reels update added closed captioning, which is highly recommended if you're not already using overlaying text.

THE BUSINESS SIDE

If you have a Reel that's doing well, or you want additional exposure to a Reel, Instagram recently opened Boosted Reels. These Reels will appear in the feed, Stories, Reels and Explore sections of Instagram. There are some restrictions, such as Reels containing music, GIFs or interactive stickers. The restrictions are doable, but it requires pre-planning to see what content will fit into these parameters.

Lastly, it's helpful to be a consumer of Reels and Instagram content to spark ideas. Saving audio is a must as a light will suddenly go off on how to use that audio to promote your business. Also, when feeling good — batch create! Create a few Reels at a time and save them to drafts. Attending a major trade show? Take one to three second videos all day long and then when your feet need a break, start batch creating Reels.

Don't get discouraged if your Reels have only a few hundred views. Every Instagram account has Reels that have done well, and those that haven't. But when a Reels' views "takes off," it's exciting!

Now, you have a formula for what your audience desires. Most importantly, enjoy the process, and if that's difficult to do, find someone within the business who does and make them the designated Reels creator. **SI**

Footnotes:

1. [instagram.com/latermedia](https://www.instagram.com/latermedia)

Want a challenge to post a Reel-a-day? The online version of this article has a free 30-day Reel Calendar to help you do just that. Visit shootingindustry.com/best-practices-reels.

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4 ATTRIBUTES THAT SET ZANDERS APART

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With an unwavering commitment to providing complete retailer support, Zanders Sporting Goods continues to refine its business practices while always seeking to innovate and streamline its operations.

Celebrating 60 years in business in 2022, Zanders' diverse product portfolio of more than 40,000 SKUs — combined with its new, streamlined warehouse — gives the Sparta, Ill.-based wholesale distributor an enviable one-two punch to serve dealers and exceed their expectations on a daily basis. This drive to excel is embodied by company President and Chief Operations Officer Stefanie Zanders, who shared four ways Zanders Sporting Goods stands out in the two-step distribution space.

1 100% WOMAN-OWNED, BUT "STANDING OUT" DOESN'T STOP THERE

Not only is Zanders a family-owned company, but it's a 100% woman-owned company — giving it a unique perspective.

When Zanders became a 100% woman-owned company in Aug. 2018, Stefanie stated: "Women in the firearms and outdoors industries are becoming more commonplace and we're thrilled to join the ever-growing number of companies owned by visionary women."

A lot has changed for the industry in the past four years, but one constant has been Stefanie's aim to ensure Zanders Sporting Goods stands out through its service — rather than its ownership.

"Being different from your competitors is a good thing, no matter what industry you're in," she noted. "In this industry it's certainly an attention grabber. However, we have always strived to 'stand out' in the way Zanders has always operated — woman-owned or otherwise."

Stefanie shared this is



achieved by how Zanders Sporting Goods views its customers.

"Being committed to our customers, treating them as a true business partner and exercising fair and honest business practices has always been a bedrock principle of ours," she added.

2 RESPONSIVENESS TO MARKET CHANGES

One of the hallmarks of the firearms industry is its cyclical nature. Being in business for 60 years, the Zanders Sporting Goods team has adapted to various peaks and valleys thanks, in part, to its nimbleness. As a family-owned company, critical decisions can be made quickly.

"All businesses have to deal with their share of politics whether publicly traded or family owned," Stefanie said. "There's a certain level of relief to be able to make decisions without having to wait for formal approval from various levels within an organization. That being said, not all decisions are unanimous or even well-received within the family."

One such decision came in 2010 — when Stefanie spearheaded Zanders' relocation to its modern, 150,000 sq. ft. facility in Sparta. Prior to the move, it was a standard practice for order pickers in the warehouse to employ shopping carts during the fulfillment process. Once the move to Sparta got underway, the question was raised by a family member: "Where will the shopping carts go at the new facility?" This led to a lengthy debate — but once the family member saw the increased space and new accessory carousel system in action (which increased Zanders' ability to process orders quickly) the question was answered soundly.

Stefanie shared the trust displayed between family members enables Zanders Sporting Goods to keep moving forward, together.

"There's a level of trust and confidence — and really, a tenacity — this family has that sets us apart," Stefanie said. "All of this makes us nimbler in our approach to optimizing our operations."

3 IDENTIFYING (AND IMPLEMENTING) BEST PRACTICES

Another strength of Zanders' is being able to identify (and then implement) new technologies into its business operations. Early in Stefanie's tenure at

the company, she traveled extensively throughout the U.S. to observe how warehouses in other industries were being run — and retained the best components of each to integrate into Zanders' business model.

"Early on, technology was advancing — and like any organization during that time, you had to adapt," she recalled. "I made many trips to various warehouses throughout the country, looking at different processes and systems and trying to find what would fit our organization the best."

Stefanie shared one memorable source of inspiration, and how she convinced the older generation of Zanders family owners to implement it.

"When it came to scouting new technology, I had to make it work with a limited budget and ultimately sell it to my father and two aunts — who shared a different mindset in regards to how technology is used," she said. "I remember getting them in a car and driving to Nebraska to visit a company that specialized in plumbing supplies. Their

number-one selling item was the wax ring that goes underneath the toilet — who would have thought. That made for an interesting ride home, but we did implement the software."

Years later, this spirit of identifying and implementing new technologies played out during a critical period in the company's history. At the height of the pandemic shutdowns and social unrest in the summer of



BEING COMMITTED TO OUR CUSTOMERS, TREATING THEM AS A TRUE BUSINESS PARTNER AND EXERCISING FAIR AND HONEST BUSINESS PRACTICES HAS ALWAYS BEEN A BEDROCK PRINCIPLE OF OURS."

Stefanie Zanders, President & COO
Zanders Sporting Goods
Sparta, Ill.

2020, Zanders Sporting Goods followed through on a pre-planned transition to a revamped Warehouse Management System (WMS) — significantly upgrading its software and machinery.

While not an ideal time to conduct such an overhaul, given the uncertainty and unprecedented wave of demand, the new WMS enabled Zanders to serve customers in greater volumes, and did so efficiently and with greater precision. Additional enhancements were made last year to further fine tune the cutting-edge system.

4 LEADERSHIP IN THE TWO-STEP DISTRIBUTION SPACE

Taking a leadership role in the two-step distribution model, Stefanie is a member of the National Association of Sporting Goods Wholesalers (NASGW) board of directors, a position she has held since 2016.

"Growing up and working in a family business your entire life certainly has its benefits, but also some limitations," she said. "Being on the NASGW board of directors has been a privilege and has allowed me to work and meet with so many influential people within and outside of the industry."

Being a part of the NASGW's board of directors showcases Zanders' willingness to support and strengthen the two-step distribution model.

"One of the NASGW's primary goals is to support and promote the importance of two-step distribution," Stefanie said. "Additionally, NASGW works on behalf of the wholesalers to liaison with manufacturers and institute various initiatives and business processes. One example is the new SCOPE program which analyzes

and collects data from the complete supply chain — allowing us greater visibility to market conditions and ultimately gives us the tools to better serve our customers."

Speaking of SCOPE, Zanders Sporting Goods is one of the leading distributors that has signed on to support the SCOPE DLX (Distributor Link Exchange) program. SCOPE DLX is a reporting and analytics tool that showcases distributor shipments and inventory — giving manufacturers real-time insights into how their products are moving throughout the distribution channel.

This added transparency serves to strengthen Zanders Sporting Goods' relationships with vendors, which in turn leads to additional, unique opportunities.

AN ENTIRE TEAM COMMITTED TO YOUR SUCCESS

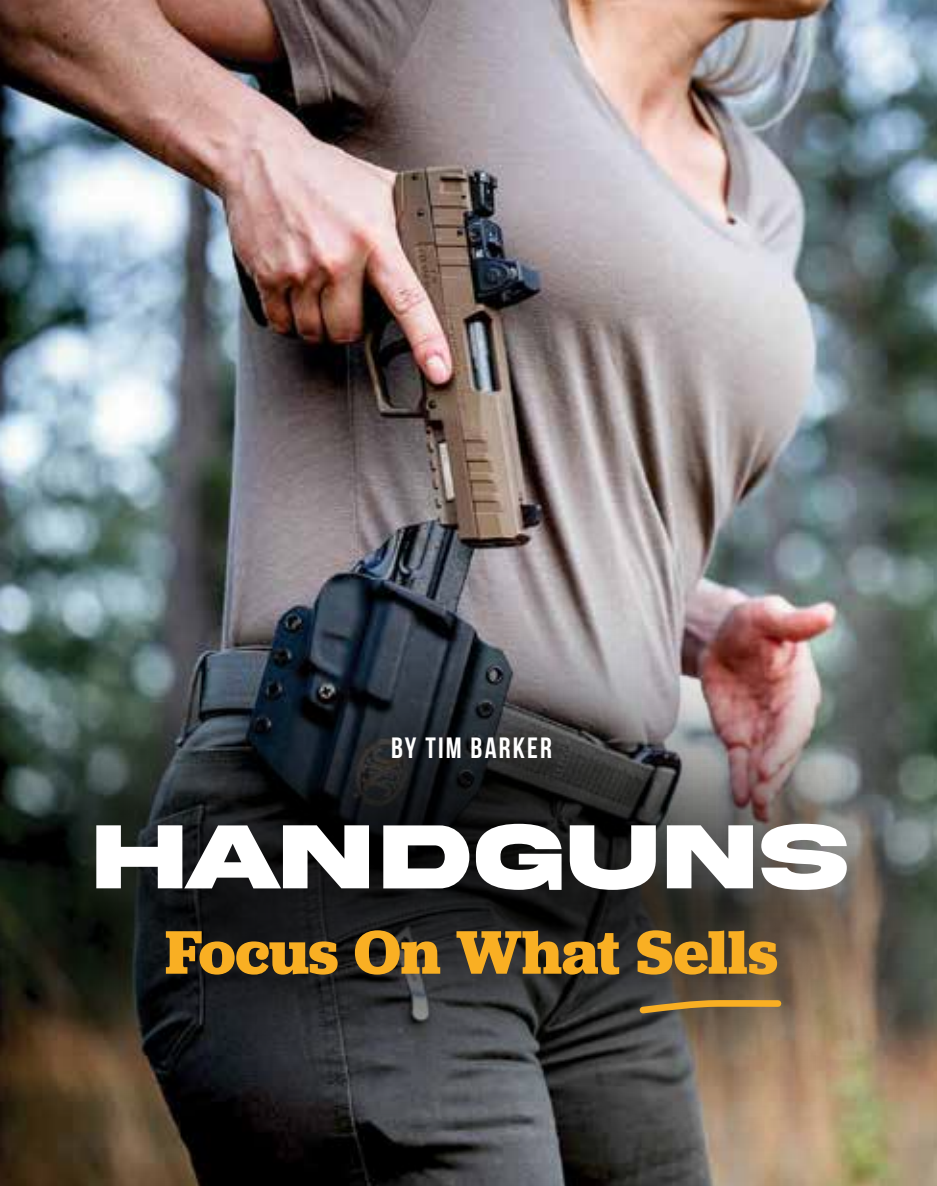
From the company owners to its cadre of expert buyers, customer service representatives and those fulfilling product requests in the warehouse, the entire Zanders Sporting Goods team is committed to serving dealers and helping them grow their businesses.

"Our customers have always come first and we strive to go above and beyond their expectations every day. Both existing and new customers alike will enjoy our ever-growing inventory of outdoor products and accessories, as well as our commitment to ensure their complete satisfaction," Stefanie concluded. **SI**



Zanders' Sparta, Ill., headquarters spans 150,000 sq. ft., operating a cutting-edge Warehouse Management System to fulfill orders quickly and accurately.

To learn more about partnering with Zanders to benefit your business, and to take advantage of its many dealer programs and exclusive product lines, visit [gzanders.com](https://www.gzanders.com).



BY TIM BARKER

HANDGUNS

Focus On What Sells

IT wasn't too long ago optics-ready handguns were little more than a novelty. But today, it's difficult to talk about the handgun segment without delving into the increasing number of guns coming from the manufacturers with optics already installed, or ready to accept one.

Mike Sfakianos, a senior manager at Bill Jackson's in Pinellas Park, Fla., remembers customers coming into the store even three or four years ago and being skeptical about the utility of a red dot on a pistol.

"It was a slow start," Sfakianos said. "People thought

it was more of a competition-type thing."

Like a lot of things in the firearms industry, change doesn't happen overnight. GLOCK, for example, introduced its now-popular MOS models back in 2015, but it took a while for customers to warm to the idea of putting an optic on a gun for home defense or carry. But change has come.

"Now it seems like just about every manufacturer has gone to an optics-ready gun," observed Sfakianos, noting customers are growing increasingly interested in carrying subcompacts (the SIG P365 and GLOCK 43X MOS, for example) with dots.

It's a similar story at

◀ The new, redesigned FN Five-seven MRD is an optics-ready pistol chambered in 5.7x28mm. It comes with a factory-milled slide to accept most red dot optics, delivering precision and versatility for users. (Image: FN America)

Inner 10 in Omaha, Neb., where store President Jacques Clerc said customers usually spend the extra money when offered a choice between an optics-ready gun or its standard counterpart. Even if they don't walk out the door with an optic "it gives them that option later on down the road," he noted.

The store caters to customers looking for carry guns, like the SIG P365, Springfield Armory Hellcat, Smith & Wesson Shields and various GLOCKS.

"We're a small, specialized shop, so I don't have the ability to carry every model. I focus on what sells," Clerc added.

This niche also is proving popular with many of the newer shooters who bought their first guns in 2020 and 2021, observed Mark Hood, one of the owners of Red Hill Trading Post in Scottsville, Ky.

When those customers come back, they're generally looking for something different, often for the range. A gun with a dot often fits the bill.

"We're getting requests all the time and it's reflected in my ordering now," Hood stated.

RANGE TIME, FUN TIME

Of course, a gun doesn't need a red dot for it to be fun to shoot. Concealed carry and home-defense guns tend to draw the bulk of the attention from handgun buyers, but not everything is destined for a carry holster or bedside drawer.

Smaller rimfire guns are increasingly popular, with buyers looking for a little nostalgia, a gentle way to introduce novices to shooting or something cheaper to feed.

Nebraska's Inner 10 is doing brisk business in Ruger Wranglers and

“
Concealed
carry and
home-
defense
guns tend
to draw the
bulk of the
attention
from
handgun
buyers, but
not
everything
is destined
for a carry
holster or
bedside
drawer.

Heritage Rough Riders. Both offer an easy way to relive those childhood memories of playing with cowboy cap guns, Clerc said.

“It’s also a great option to take out to the range and not spend an arm and a leg on ammo. You still have the fun of having it go ‘bang’ and you get the entertainment of running a revolver and loading and unloading it,” he explained.

Another popular novelty is the LifeCard. Clerc originally bought the rimfire pistol, which folds into the shape of a credit card, for the rental wall as something fun for customers to play with. But then he put them in the sales cabinet.

“They walk out of the store left and right,” he shared.

Both Hood and Sfakianos have seen the same thing with Wranglers and Rough Riders. They’ve sold hundreds of the little revolvers. The affordable price makes them particularly attractive for customers who don’t have to spend much time justifying the purchase.

“You know with any of those \$200–\$250 revolvers, they just kind of buy them on impulse,” Hood said.

YOU CAN'T SELL WHAT YOU DON'T HAVE

Market conditions have improved substantially since the chaos of 2020, with inventory managers able to find enough



SIG SAUER P365X

popular guns to keep display shelves full. But it doesn’t mean all the choke points are gone. Some high demand guns are still hard to find. And in some instances, shortages of more exotic ammunition make it hard to justify stocking some guns.

It’s particularly challenging for smaller shops like Inner 10 in Nebraska, where they’re still waiting for their first SIG P322 — a gun customers keep asking about.



RUGER WRANGLER

“I’m not a huge buyer, so with any of the super popular new guns that come out, it may take a year for me to get my hands on them,” Clerc said.

For Hood, the challenge is wheelguns — his customers have a strong appetite for Smith & Wesson, Colt and Ruger revolvers — and 1911s in the \$600–\$1,000 range.

“I’m just having a terribly hard time getting them. I might get four or five and then not get any more for a month,” Hood explained.

At Bill Jackson’s in Florida, the wish list includes a pair of popular .22-caliber pistols — the SIG P322 and the FN 502.

“I wish I could get more of those quicker, but they’ve been trickling in,” Sfakianos shared.

Also frustrating is the ongoing shortage of ammo for less-popular calibers, including 10mm, .357 SIG and .44 Magnum — which can affect decisions on what guns to stock.

“You’ll find people who understand the market and they know they can go online and find ammo somewhere,” Clerc said. “But for the average customer, it’s difficult to sell a gun if you don’t have ammo on the shelf for it.”

WILSON COMBAT SFT9



Sfakianos agrees. Before COVID hit, he recalls 10mm starting to pick up steam with the store's customers. But the momentum has since died off.

"I think it would still be a good seller if we were able to get the ammo," he suggested.

OUTSIDE THE TOP GUNS

Availability of handguns from the industry's biggest names has improved substantially during the year, but not every customer wants a GLOCK, Ruger, Smith & Wesson, Springfield Armory or SIG SAUER. There's room for other manufacturers for a variety of reasons, including cost and unique features.

At Inner 10, Canik (including the METE models) is growing in popularity along with Taurus (particularly the TX22 and G3c).

"They're probably our highest volume guns," Clerc said.

For Hood, in Kentucky, customers are interested in Canik, Rock Island Armory, Taurus and, more recently, Girsan.

"They've got a couple of reasonably priced 1911-style guns that are selling pretty good here," he observed.

And at Bill Jackson's, one of the top sellers is the Diamondback DBX57 — a "backpack-style" gun in FN 5.7x28mm that's proven quite popular.

"I'm not a big Diamondback fan, but I've got to hand it to them, this

design blew me away," Sfakianos admitted. "You can get it into a tiny little sling pack. When people see that, it's sold. I mean, literally that fast. I sell them like crazy."

GETTING THE WORD OUT

Facebook and email marketing represent the bulk of Inner 10's marketing efforts.

The social media platform is used to advertise events, classes and new products — often with videos or livestreams. It's been particularly effective when the store gets guns, ammo or other items capable of generating traffic.

"People will come in specifically for that item, but hopefully my employees do their job and they walk out with more than what they came in for," Clerc noted.

Email is used for a monthly newsletter and weekly updates on merchandise or anything else they want to promote, including openings in upcoming classes.

Hood, in Kentucky, has experimented with a wide range of platforms, including radio and newspaper ads, Twitter and Instagram. But Facebook has proven to be the best option. They'll use it to post new guns, but are careful to never list prices.

At Bill Jackson's, social media (Facebook and Instagram) has largely replaced traditional advertising methods — including TV, radio and

“

For the average customer, it's difficult to sell a gun if you don't have ammo on the shelf for it.”

JACQUES CLERC
President, Inner 10

billboards. The page keeps customers updated on new guns and ammo, such as what's in stock, what's on the way and any purchase limitations.

They also use it to advertise sales events, though they've been veering away from promoting "sales."

"The word 'sale' isn't really doing so much these days," Sfakianos argued. "Everybody's got stuff 'on sale' all the time."

Instead, they're moving toward events focused on particular manufacturers. For example, Bill Jackson's recently had a Smith & Wesson Day, where company representatives brought in guns for customers to try. During the event, they also featured a variety of discounts and promotional items.



TAURUS GX4 XL

Sfakianos also offers a few words of advice on Facebook pages. First, keep in mind getting deep into the political weeds — particularly in the current environment — can hurt your page. Posting content that runs afoul of Facebook's monitors can result in temporary, but sometimes lengthy, suspensions. With this in mind, Sfakianos handed over responsibility for the shop's page to one employee.

"He's careful. He knows how to word things so we don't get banned," Sfakianos stated. "It works out better this way, because if there are too many hands in the pot, it gets crazy and messy." **SI**

Dealers, have your say: What handgun trends have you observed at your store?
comments@shootingindustry.com

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A Priority, Not An Upsell

GUN SAFES

Image: phive2015 / Adobe Stock

By Ashley McGee

With instances of gun violence dominating the news cycle, coupled with the upcoming midterm elections, the firearms industry is yet again public enemy number one. While most of the claims being hurled are no doubt politically motivated and, in many cases, rooted in ignorance and misinformation, gun owners aren't exactly doing themselves any favors when it comes to taking control of the narrative. Hear me out.

Did you know an estimated 4.6 million kids live with unlocked, loaded guns in the home?¹ Or that gun thefts from vehicles make up

the largest source of stolen guns? The latter statistic is from a study by the Everytown for Gun Safety organization that analyzed FBI crime data from 2011 to 2020, spanning up to 271 small-to-large cities across 38 states. From 2019 to 2020, at least 180 cities saw a rise in gun thefts from vehicles,² but keep in mind not every state requires gun owners to report lost or stolen firearms. Columbia, S.C. — the capital of my home state — ranked third for the highest rate of guns being stolen out of cars across the nation, with the majority stolen from cars parked outside of homes or in parking garages.

If we expect anti-gunners to believe we're not all lunatics and believe in safe, responsible gun ownership, we need to walk the walk. And a big part of it is for firearms dealers to prioritize the

sale of secure gun storage options — and *not* treat it like an upsell or afterthought.

BARRIERS TO ENTRY

When it comes to selling gun safes and other secure firearms storage options, one of the most common barriers to entry we've heard from dealers is that for many people, square footage and shelf space are limited. And because security products don't have as high a turnover rate as other product categories, many opt only to sell smaller solutions such as cable locks and trigger guards. The problem, as we all know, is gun locks won't stop someone from stealing a weapon the way a storage unit will.

Square footage isn't the only barrier to entry, however. Other factors dealers consider when

deciding what types of security products to offer include freight costs, whether you can order safes in a quantity that allows a trucking company to handle them in a stable load, how you'll move inventory once it's received (i.e., forklift), whether you'll offer setup and/or delivery services and what level of technology your customers are comfortable with.

SELLING POINTS

With so many barriers to entry, it's easy to understand why many small- and medium-sized independent dealers opt not to stock safes in-store, particularly larger-sized vaults. The reality is selling gun safes is not only the responsible thing to do as a dealer, but it can also be incredibly lucrative.

Mitch Hyatt, VP of Hyatt Guns (Charlotte, N.C.), attended an NSSF seminar several years ago that stuck with him. The presenter said, "I can stock just about anything in the space a gun safe would take up and turn it over several times in the time it would take to sell one safe, but there are few single items I can sell and make a \$500-\$600 return."

When it comes to gun safes, Hyatt said some dealers mistakenly focus on the profit margin as a percentage rather than the actual dollar figure.

He has a point. Say you choose to offer a selection of apparel that takes

up roughly the square footage a few gun safes would. How many shirts and hats would you have to sell to match the return from the sale of a single safe?

To improve the churn rate on secure storage products, there are a few things dealers can do. The most important is educating your sales staff on your state's laws and tax incentives.

"As a high-volume gun shop, we feel it is our responsibility to provide our customers with every available option for secure storage."

MITCH HYATT

Vice President, Hyatt Guns

As you know, federal law requires licensed gun dealers to sell every handgun with a secure storage or safety device. Oftentimes, these are included by the firearms manufacturer. While there is no federal law requiring gun owners to use the devices, more than half of states have taken a more punitive approach by enacting child access prevention laws, allowing criminal charges to be brought against an adult who intentionally, recklessly or negligently allows children to have unsupervised access to firearms.

If you're a dealer in one of these states, make it a priority to educate your customers on the existence of such a law at the point of purchase.

Additionally, a handful of states now offer tax breaks to gun owners for safe storage purchases. Depending on the state sales tax rate and cost of the safe, these tax breaks can yield hundreds of dollars in savings for your customers.

And lastly, "The more you can display, the more you can sell," said Hyatt.

PLANNING INVENTORY

Based in Charlotte, N.C., Hyatt Guns is America's largest gun store. With more than 20,000 sq. ft., they stock more than 7,000 guns on any given day. To complement their massive selection, they also maintain the largest safe showroom in their area.

"As a high-volume gun shop, we feel it is our responsibility to provide our customers with every available option for secure storage," confirmed Hyatt.

To meet every possible price and size combination, Hyatt carries storage products from a variety of manufacturers, including Champion Safe, Superior Gun Safe, Hollon Safe and American Security.

"As an independent retailer, we're very aware of what the big-box stores are carrying, and we want to be able to differentiate," he noted. "So, we maintain a little bit more of a hands-on selection and a bit more in terms of quality to offer to our customers."



Hornady RAPiD Safe Keypad Vault

Hyatt also stocks Hornady, SnapSafe, ShotLock and Vaultek for dedicated handgun storage and security in vehicles.

Again, having a large warehouse and forklift makes carrying this range and variety possible.

Rather than stocking a full product line from any single manufacturer, Hyatt said they pick and choose based on makes/models. Each price class has its own bestseller, and having one size or price class often helps to sell another. This is where stocking a wide variety comes into play.

Hyatt not only stocks a variety of price points and sizes, but also colors and technological features.

"Color is actually one of the most overlooked options by dealers," he shared. "Naturally, black and gray safes



SnapSafe Super Titan XXL



To meet the needs of customers across the spectrum, Mitch Hyatt says his store stocks a robust inventory of different safe brands and product lines. "We maintain a little more of a hands-on selection," he lends.

are the bestsellers, but you can't have an entirely black and gray showroom, so we'll mix in a little blue or another pop of color."

TECHNOLOGY: HOW MUCH IS TOO MUCH?

Hyatt Guns offers a range of mechanical and electronic gun storage options, though Hyatt said they stay away from hyper-technology because it's often expensive and difficult to service.

"The mechanical dials and simple digital safes have great failsafe options," he said. "We can help customers set these up, and we work with several local locksmiths if they ever need one. But, with the larger vault safes, when you get into the fingerprint technology, oftentimes it leads to replacing the whole unit, and you have to deal with whether the manufacturer will take it back or replace it."

For the small individual gun safes, he said fingerprint technology doesn't seem just here to stay, but to continue dominating the market.

Hyatt added that cost-wise, the individual gun biometric gun safes are now competitive enough with the electronic push-button safes it's become kind of hard to carry the latter.

Hornady Manufacturing seems to share a similar sentiment in regard to technological advances.

"Technology is always changing and evolving, but consumer confidence in technology fluctuates," said Seth Swerczek, marketing communications

The individual gun biometric gun safes are now competitive enough with the electronic push-button safes it's become kind of hard to carry the latter.

manager for Hornady Manufacturing. "For that reason, the technology route we've chosen, we've stuck to. We're always looking to be innovative, but without sacrificing quality and reliability."

Their philosophy is why Hornady Security's signature line is its RAPiD safes that utilize patented RFID technology to offer the quickest, most dependable access to one's firearm while providing unmatched security from unauthorized users.

Its most popular model, the RAPiD Safe Keypad Vault, is a great starter unit for those new to RFID technology. It retails for \$148.99 and includes two RFID tags that can be selectively programmed to open this safe and any other RAPiD safe a user owns.

In 2014, Hornady's VP, Jason Hornady, looked to diversify the company's product offerings which led to the purchase of SnapSafe the following year.

SnapSafe stands apart in the industry for its unique, modular gun safes. The simple yet secure modular assembly system locks the safe's 9-gauge steel exterior walls together in less than 30 minutes using only a wrench, which is included with every shipment. This simple assembly makes the safes ideal for any room or space and keeps valuables, firearms and other possessions secure.

Available in four sizes — the Titan, Super Titan and Super Titan Double Door XL and XXL (starting at \$1,969) — the modular design is economical to ship and can be delivered directly to a customer's door. Once it arrives, it can be carried piece by piece to any location in a home and then easily assembled or moved.

The heaviest piece of a SnapSafe varies with the model, ranging from the door of the Titan at 92 lbs., to the back panel of the Super Titan XXL at 180 lbs., but it's still less than a quarter of the safe's total weight.

SnapSafe's ease and versatility make it an ideal solution, especially for renters, active-military families or those in homes with low ceilings, stairs, basements or other confined spaces. The company's product line also includes the SnapSafe Vault Door (starting at \$1,769), a 12-gauge steel door and frame that can replace any standard-size 32" or 36" door opening, such as a closet, room or storm shelter.

FINAL THOUGHTS

The bottom line is there are far too many gun safe and secure storage options beyond cable locks and trigger guards for dealers not to provide a range of options for their customers. If, as an industry, we're trying to communicate the extent to which the majority of gun owners are proponents of safe and responsible gun ownership, dealers need to consider this product category as a necessity and priority, not an add-on or upsell. **GI**

Footnotes:

1. healthychildren.org/English/safety-prevention/at-home/Pages/Handguns-in-the-Home.aspx
2. nbcnews.com/news/us-news/guns-are-stolen-cars-alarming-trend-nation-rcna26691

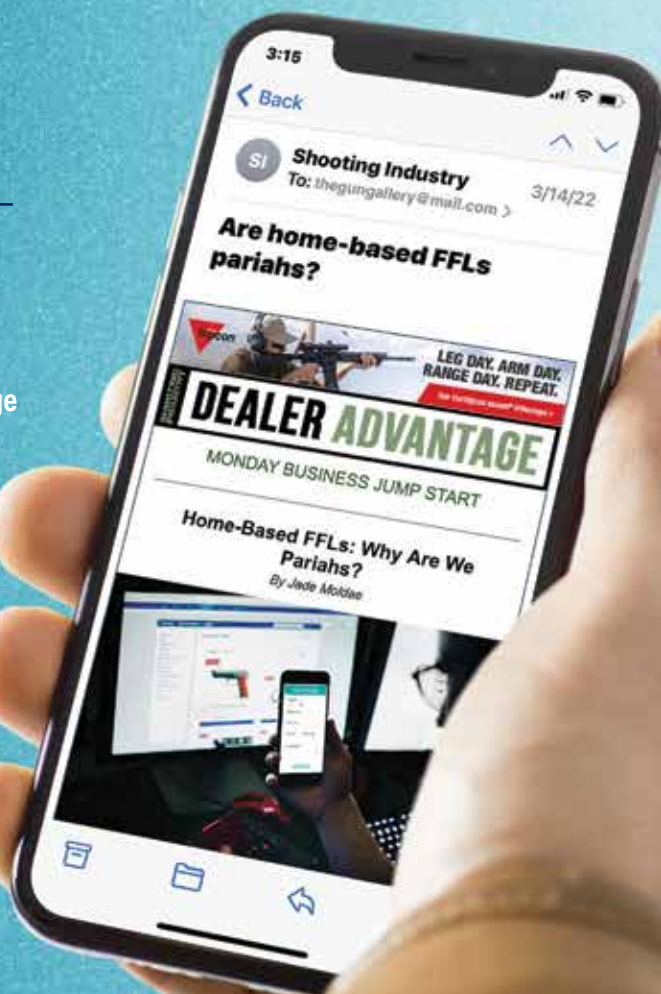
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**SHOOTING
INDUSTRY**



The Crossbow Market

BY SHANNON FARLOW

Participation in crossbow hunting continues to grow across the country. According to the Congressional Sportsmen's Foundation, 28 states now allow unrestricted crossbow hunting throughout their big-game seasons. Several other states offer crossbow hunting opportunities during limited seasons and for hunters with disabilities.

According to the National Deer Association, deer hunters in the United States took approximately 6.3 million whitetails during the 2020–2021 hunting seasons. Hunters using archery equipment (vertical bows and crossbows) harvested 26% of all deer taken during this time period. In at least 11 states, hunters using crossbows harvested more deer than hunters with vertical bows.

Hunting with crossbows is being embraced by traditional gun hunters looking to explore archery and maximize their time in the field. It's also an incredibly effective — and popular — way to control deer populations in urban and suburban settings. As crossbow

hunting continues to attract gun hunters, the sport opens new sales opportunities for firearms retailers.

Exactly who are these gun hunters exploring crossbow hunting? Do their gear preferences differ from traditional crossbow customers? Which crossbows and accessories are selling best? What does the future hold for crossbow sales? Will there be increasing opportunities with youth and minority customers?

To get answers to these questions and more, we spoke with John Hess, president of Farmstead Outdoors in Sheboygan, Wis.; David Wilkins, owner of Wyvern Creations LLC in Lee, N.H.; Brent Gaston

Hunting with crossbows is being embraced by traditional gun hunters looking to explore archery and maximize their time in the field.

Barnett Explorer XP400
 (Image: Barnett Crossbows)

at Bridgeport Equipment & Tool in Ohio and W.Va.; and Jeremy Hicks, sales and service manager, and Jody Morphey, assistant/personal manager, at Archer's Advantage in North Little Rock, Ark. Here are the personal experiences and insights they shared.

SI: How popular are crossbows these days?

Gaston: They are very popular. Now that crossbow hunting is legal in most eastern states, they are more popular than ever.

Hess: Extremely popular.

Hicks: With Arkansas being one of the first states to allow crossbows, they have always been popular. Throughout the years, most of the older shooters have moved to crossbows, but we are

now seeing a noticeable number of younger shooters switching from traditional compound shooting over to crossbows.

Wilkins: Depends on who you ask. All we sell is crossbows, so for us they're extremely popular. If you speak to a bow shop that does not like crossbows, and carries very few or just the base models and won't allow them to be shot in their range, and treats the consumer like he is taking the salesman away from selling a "real bow," then they are not that popular. The reality is they are a very large percentage of all bows sold and it is not slowing down. We are an aging population of hunters and that will force more people to use a crossbow or sit in their living rooms and wait for gun season, especially as more states include crossbows in archery season. The issue will be what happens when we lose those aging hunters and they are not replaced by younger ones.

SI: Who is buying crossbows and what are they using them for?

Hess: Most of our crossbow customers are gun hunters using them for archery season.

Wilkins: Anyone who can no longer pull back a vertical bow, does not have time to shoot all summer to get and maintain proficiency and the guys drooling at these high-end/uber-fast products on the market. The next group is gun hunters; they are hunting deer. Though there is a segment doing long-range target shooting with these new high-speed bows, the reality is until the bow industry accepts crossbows as "bows" and does national, large-scale target tournaments — and the

manufacturers produce target bows not hunting bows — you will not see much beyond it being a deer-hunting tool.

Gaston: Hunters of all backgrounds are buying crossbows. Most use them for hunting big game.

Hicks: It's really a mix between the older generation of hunters and the new generation of hunters. Obviously, the larger number being the older generation and predominantly male, but with a growing number of female and youth shooters. The majority of our customers are using them for hunting.

SI: What about "crossover" customers? Dealers in past issues have talked about rifle/gun hunters getting involved in crossbows. Have you observed this trend, too?

Morphey: With Arkansas' archery season starting in September and lasting until February, we do see some hunters who haven't been able to tag their hit-list buck during gun seasons — or just hunters wanting to extend their season come in and buy crossbows.

Hess: The majority of crossbow sales are gun guys.

Gaston: We get tons of "crossover" customers. The ease of use of crossbows allows those who previously did not have the ability to use archery gear, or the time to become proficient with vertical bows, to be able to hunt during archery season. It allows them to spend considerably more time in the woods.

Wilkins: Yep. You can't advertise a crossbow as "your next rifle" and not have that. Ravin was the first to actively market to gun owners. When they opened, their outside sales staff



Ravin R500



To capture more sales, John Hess maintains a robust inventory of crossbows. He has everything from entry level to the “I have to have the best bow on the market” customer.

was all gun guys. My local Ravin rep’s main line was drum magazines for AR-15s. They advertised their bows as a “crossgun” and noted accuracy well past ethical hunting distances. It caused a lot of problems! It did, however, drive sales of crossbows well past what we thought were possible on those high price points. Even dealers who hated crossbows — and really hated the “100-yard accuracy” marketing — brought in every Ravin they could get their hands on and bit their lip and took the money. It’s primarily a factor as a state allows crossbows in archery season since gun hunters will try to get an extra deer or two and get out earlier. But real gun hunters put the bow away the moment they can use their gun, so it’s just another weapon they can use to an end.

SI: How do their (rifle/gun hunters) preferences/habits differ from traditional crossbow customers?

Hess: It is usually a one-time purchase.

Gaston: They tend to focus more on speed when buying a crossbow.

Wilkins: There are two big issues. One is teaching them it’s not a gun (despite the advertising) and that they need to be “archery hunters” and not take 150-yard neck shots at running deer to be successful. The other is

optics. These guys are used to using a 20X Swarovski scope on their rifle and they want that same optic on their crossbow without understanding they won’t be shooting at 300 yards. At more like 30 yards, those scopes simply don’t work at “bow range” — so we have to deal with a re-education on what to expect and what the bow and scope actually does. There is, however, a growing population who are going from gun to bow simply because crossbow allows them to do it easily and they become vertical archers as a result.

Morphew: In Arkansas, rifle hunters prefer and build habits toward the long-range hunts and shorter seasons. Our crossbow hunters prefer and build habits toward the extended season.

SI: How do your sales of crossbows and accessories this year compare to last year?

Hicks: At this moment, it is a little early in the season to tell, but with our current sales, it seems to be on par with our past years.

Gaston: I would say they are pretty similar to last year’s sales, but our selling season for crossbows hasn’t fully taken off yet. I expect it to be about the same as last year.

Wilkins: We’re kind of all over the place. The last two years were not

“normal” by any gauge, and I am finding that comparing numbers to them is throwing my projections all over the place. The current economic disaster we are dealing with threw another wrench in the works, so I’m going to tell you we are up in some areas, down in others, but overall, we are up at least slightly.



Hunters want to spend more time in the woods and a crossbow allows them to do that.”



Brent Gaston

Bridgeport Equipment & Tool, Ohio & W.Va

SI: What do you attribute the sales trend to?

Gaston: The overall ease of use of crossbows. Hunters want to spend more time in the woods and a crossbow allows them to do that.

Morphew: Aging population and busy urban lifestyle.

Wilkins: During the Dempanic, if it rolled, floated or went “BANG,” you could not keep it in stock. This year is trending more like a regular year during an economic turndown, but with any luck, November will start to turn things around.

SI: Which crossbows and related products are your customers buying most?

Wilkins: Cases, targets, more arrows — basically the same stuff they bought when they bought vertical bows, or if they are just starting out, what they need. A lot of them are upgrading the optics, which on many factory bows are just okay at best.

Hess: Ravin crossbows have dominated the crossbow sales.

Hicks: The majority of buyers are after what fits them economically, but we still do have customers who are after the best of the best. Most popular brands would be TenPoint, Wicked Ridge and Ravin.

Gaston: TenPoint, Ravin and Excalibur do very well as far as accessories go. Bolts tend to be our most sold item as most crossbows come with everything you need from the factory.

SI: Are you able to keep these products in stock? Have you experienced supply chain problems with these products?

Morphew: We definitely have experienced supply chain problems, and it has been a problem for a while. We recently saw a small increase in product availability, but certainly nothing like it was a year ago.

Wilkins: Somewhat ... there are still issues with shipping delays. One issue, for example, is stocks. One manufacturer was out for months, finally got them in and they had a cracking issue. Turns out their supplier could not get the “good plastic,” so he subbed in some crappy plastic he could get. A lot of manufacturers have the same “can’t get help” issues, so they are backlogged on orders. Add in recession fears and worry about overextending on inventory and it will all cause problems. We won’t see this go away anytime soon.

Hess: This year has been good. I believe manufacturers have caught up due to lower sales.

Gaston: Last year, we had problems keeping crossbows and

accessories in stock. So far this year, it seems to be getting better, although some products still have extended lead times.

SI: How important are crossbows and accessories to your overall business?

Hess: They’re okay. Compound customers still purchase three times more than any crossbow customer.

Wilkins: It’s what we do. It’s pretty much all we do, so it’s pretty important.

Gaston: They make up for a large portion of archery sales.

Hicks: It holds a good percentage and seems to be growing more and more every year.



TenPoint Nitro 505

SI: What advice would you give to dealers who are looking to stock crossbows for the first time or expand their current offering?

Hess: You have to have a full spectrum of bows. You need the entry-level price point to the “I have to have the best bow on the market.”

Morphew: Keep a variety of crossbow brands and crossbow products. Try not to focus on only low-end or just high-end products.

Gaston: You need to have the equipment and knowledge to be able to work on them.

Wilkins: If you feel crossbows are “not a bow” don’t waste your time, money or your customer’s time by selling crossbows. Gauge your

customer base and treat crossbows like any other bow brand. You don’t bring in Hoyt and only stock their low-end bows or only a few models — you bring in the whole line. Same deal: These are a “bow line” and you either sell it or you don’t.

SI: What do you think the next few months will bring for crossbow sales?

Hess: We usually see heavy volume come September–October for the rut.

Hicks: A steady increase!

Wilkins: We are still waiting for product that was announced a year and a half ago, so hopefully we will see some new products shipping in soon. The “coming soon” deal has ticked off a lot of consumers and dealers alike. Hopefully it will change, and we can get back to seeing the new stuff in our hands at the ATA show and physically shipping by March next year rather than dealing with Photoshopped pictures of bows and accessories that we can’t get an accurate ship date on.

Gaston: I think they will be as good as they have ever been. Demand is high and with the supply starting to come back it should make for a good year.

SI: Do you foresee future growth opportunities with youth or minority customers?

Morphew: Yes, we’re already seeing a growth. A lot more youth are getting involved with crossbow products.

Hess: We do not see a lot of youth purchases. We already have a large minority customer base and do not see it getting larger in the future.

Gaston: Yes. As crossbows become smaller, it will allow more youth as well as handicapped hunters to use them with more ease.

Wilkins: We need a huge push to get mentors and hunter education and such into the schools so the kids who don’t have anyone taking them outside can find someone to help them. **SI**

Decision Time



ESTABLISHING A VISION & GAINING CLARITY THROUGH DATA

By Kenyon Gleason

I was January 2015. I just started as president of the National Association of Sporting Goods Wholesalers (NASGW). My first official workday was the opening day of the 2015 SHOT Show.

It was impressive. I had to pinch myself a few times during the week to make sure I wasn't dreaming. It was a bit of a "kid in the candy store" kind of moment. I grew up shooting guns and hunting, so being able to work in the shooting sports industry was a big highlight. I still don't take it for granted.

As with any new job, there were a lot of "firsts" throughout the first year. My first NRA convention. First-time visits to many industry manufacturing leaders. The first time helping to plan and lead the NASGW Expo and Annual Meeting. 2015, and all these "firsts," were a blur.

A Need Addressed

Hundreds of conversations throughout the first 12 months of my time at NASGW made one thing abundantly clear — there was a disconnect between manufacturers, distributors and the customers we serve over how to clearly see what's happening in the marketplace.

“

Companies can compare their performance to the market benchmarks at large, and gain incredible insights about how they stack up against the rest of the industry.

There was a hunger for data and information to better prepare companies for both the good and the not-so-good times that are common in any industry.

“Data in any industry is extremely important as it allows individuals the ability to review information in order to gain an understanding of trends and outliers or anomalies,” said Brian Gendron, Smith & Wesson manager of planning, allocation and marketing analytics. “Without data, it would be very difficult to make educated decisions to benefit and grow the business. It would almost be irresponsible to not be analyzing data daily.”

By the time SHOT Show 2016 came around, NASGW leadership was talking about creating something new and different. And by October 2016, we promised the industry “big things” were coming. We’d been laying the groundwork for a comprehensive effort to gather, collect and share industry related data.

That’s when the real work began on what would become NASGW’s suite of SCOPE data programs.

\$5.2 Billion In Sales Tracked In 2021

It’s of course one thing to have the big idea of collecting and disseminating data to the industry, it’s a whole other thing to pull it off. But we weren’t deterred. We set about finding a team of partners who could help us put together a program beginning on a smaller scale, by starting with just distributor data.

In an industry very used to independence and protecting the “secret sauce” they use to do business, it wasn’t easy getting our distributor members to share their data. (In some cases, technology upgrades were necessary for them to even be able to share the data.)

I’m proud to say: Today, about

“

Having access to dealer and distributor data is key in this ever-changing industry to determine how we compare to the other leading manufacturers in each category. DLX and CLX help to provide a barometer to this question.”

BRIAN GENDRON

*Manager of Planning
Allocation & Marketing Analytics
Smith & Wesson*

two-thirds of NASGW’s distributor members — 18 individual companies — are sharing data, with others continuing to slowly join the SCOPE DLX program.

It has allowed us to build and track sales and inventory for \$5.2 billion in firearms transactions in 2021. SCOPE also collects shipment data for ammunition, optics and all accessory data as well. This represents a huge swath of the shooting industry landscape and allows us, and SCOPE subscribers, to aggregate, analyze and understand — down to individual product UPCs — what’s moving in the sales channel, what’s popular and what might not be so popular.

Companies can compare their performance to the market

benchmarks at large, and gain incredible insights about how they stack up against the rest of the industry.

All About Consistency

As you can imagine, with hundreds of thousands of products represented in our data sample, gaining consistency in the data is tricky. Even just a missing comma in a database, a period out of place or a capital letter where one shouldn’t be means thousands of transactions might not sync with the others for the exact same product. Extrapolate this across thousands of products and you can see how it can quickly grow in complexity.

The amount of time, energy and resources put into just cleaning the data is staggering. Fortunately, Align BI in Utah — the company responsible for building SCOPE dashboards and aggregating the data — has done an incredible job achieving over 95% accuracy in many verticals.

Frankly, this is unprecedented and it speaks to the incredible level of dedication and talent our entire team has in making this program something the whole industry can believe in.

Through the leadership and passionate persistence of Easton Kuboushek, NASGW director of data programs, we’ve constantly expanded our abilities to gather, process and share this data to NASGW members and the industry at large. We’re now able to share the fruits of these labors regularly in NASGW’s InSight newsletter with high-level statistical tracking.

We’ve also created quarterly and annual reports available for purchase and, with the help of Coby Gardner’s genius at Align BI, even some generic dashboards we can now make available to non-member companies. Members of NASGW will still get the most detail and more sophisticated dashboards.

To take our sharing of data to the next level, we brought in Tom Hopper, who, in addition to analyzing all these reports, now works with SCOPE subscribers to help them understand and incorporate the data in day-to-day decision-making. Tom has worked in business analytics his entire life, in a variety of industries, and his uncanny way of making the complicated seem simple means SCOPE users have an expert to call when or if they don't understand what they're seeing in the data.

Cataloging The Data: SCOPE PLX

Tagging and cleaning data is a never-ending process, largely because our industry continues to innovate and bring new products to market. As a result, we soon learned to make sure the data is as accurate as possible, we needed some help. With the advice and support of some key industry stakeholders and manufacturers, and the technological and programming wizardry of Ben Fjare at PRIME, NASGW's marketing and PR magicians, we created a tool to help us make it all make sense. Ben built a tool we call SCOPE PLX. It's maybe not a perfect analogy, but SCOPE PLX is our industry "bible."

SCOPE PLX is our go-to platform and catalog for sharing the important details about virtually every product that moves through distribution. It's the tool allowing manufacturers to manage their products and it creates the entire backbone of the SCOPE suite of products. SCOPE PLX, with the help of our distributors, manufacturer partners and others, contains accurate images, descriptions and attributes for hundreds of thousands of products. It's always improving. But it forms the network for generating reports and data analysis in SCOPE. The more robust we make SCOPE PLX, the more robust the data returns we will get.

Tracking Purchases At Retail: SCOPE CLX

There's more. From the very beginning, we knew the only true way

to show the sales and distribution channel in its purest and best form was to include transaction information all the way down to consumer purchases at retail. We didn't want to get overzealous in our approach, so we took things slow and built a strong foundation from the ground up.



Subscribers of NASGW's InSight Newsletter can glean insights from high-level data — featuring firearm, ammunition and optics shipments.

Now, through the extensive partnerships we've forged with industry point-of-sale providers like Celerant, Coreware, Orchid and AIM, NASGW is launching a full version of retail transactional information through the SCOPE CLX product. We floated a "beta" version of the data to our subscribers for about a year. As of September 1, we have comprehensive data feeds flowing into our SCOPE CLX platform from over 600 retail locations with more added daily.

This information is now available, in some format, to anyone in the industry with an interest in seeing greater detail about the shooting sports marketplace. The genuine and understated beauty of the system is for every company using SCOPE PLX to

manage and share product information, the system and the data, get more and more detailed and more accurate. It's truly an industry partnership.

And on that note, we couldn't have done this without the support of the Sporting Arms and Ammunition Manufacturer's Institute (SAAMI) and NSSF. NSSF plans to use much of the data to help with their mission of strengthening and growing the shooting sports industry.

For The Industry, By The Industry

The SCOPE platforms were developed for the industry, by the industry. This clearer picture of our industry is led by distributors, but it's designed for everyone's benefit. When we have clarity about the world around us, we can make better decisions about the present and the future.

"Having access to dealer and distributor data is key in this ever-changing industry to determine how we compare to the other leading manufacturers in each category. DLX and CLX help to provide a barometer to this question," said Gendron.

We live in challenging times. As an industry, we're facing headwinds on the finance, insurance, legal and legislative policy fronts. Every day we turn on the television or scan the internet, it seems a new obstacle is there for us to overcome.

Fortunately, through the development of the SCOPE suite of products, you don't need to worry about industry data. Let's face it, in many cases, data is the most important asset your organization has. Because of SCOPE, gleaning insights and valuable strategies and putting data to use for your company is a whole lot easier.

Decisions about your business can now be based on fact and reality on the ground, freeing you up to spend more time on other issues. **■**

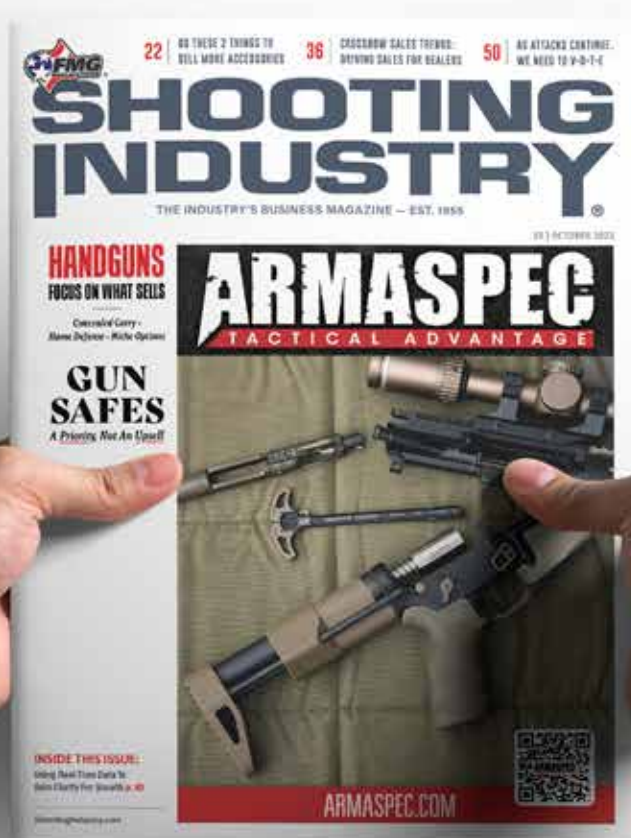
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By Jenna Buckley

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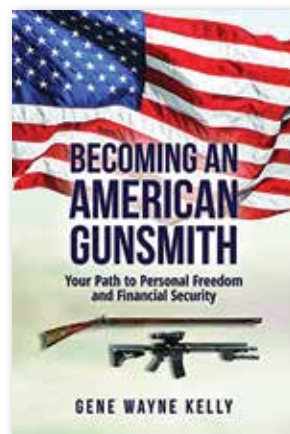
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(571) 385-2979
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Langdon Tactical (LTT) has partnered with Heckler & Koch (HK) to offer **CUSTOMIZATIONS TO HK'S P30 AND P2000** series of pistols. With over 200 options to choose from, the LTT P30 lineup includes the P30, P30L and P30SK all in DA/SA and LEM options, along with the California-compliant P2000 model in DA/SA. LTT will also be offering custom work on existing P30s and P2000s, including Low RDO solution, night sights and LTT trigger job with multiple options for pull weight.



SHADOW SYSTEMS

(469) 458-6808
shadowssystemscorp.com

FOUNDATION SERIES pistols by Shadow Systems are available in three models: MR920, XR920 and DR920. The MR920 is a compact, multi-role pistol with 16-round capacity. The XR920 is a crossover pistol with a full-size frame, a compact top end and 18-round capacity. The DR920 is a full-size, duty-role pistol with 18-round capacity. Three interchangeable backstraps enable the user to change the angle of the bore for a natural point of aim. The multi-footprint optic cut allows for mounting an optic from most brands. Steel sights on the slide with a plain black serrated rear and white dot front afford a lower 1/3 cowitness with most optics. The match grade, smooth-finish nitrided barrel is rated for +P ammo. The pistols ship with two Magpul magazines.

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STURM, RUGER & CO.

(336) 949-5200
ruger.com



The Ruger **LC CARBINE** chambered in 5.7x28mm has a full 16.25" barrel, features a reversible side-folding stock adjustable for length of pull and is compatible with Picatinny rail-mounted accessory stocks. The compact nature of the carbine owes to its bolt-over-barrel design and feeding through the grip. The stock and Rapid Deploy adjustable sights can be folded for storage. The LC Carbine utilizes the same magazines and controls as the Ruger-5.7 pistol and the Secure Action fire-control mechanism. The fluted, nitride-coated alloy steel barrel is durable and lightweight and allows for the attachment of standard muzzle accessories.

ROCK RIVER ARMS

(309) 792-5780
rockriverarms.com

From Rock River Arms, the **ALL TERRAIN HUNTER (ATH)** rifle is chambered in .223 Wylde to accommodate both 5.56mm and .223 Remington hunting ammunition. The 18" barrel has a 1:8" twist rate and guaranteed 3/4 MOA accuracy at 100 yards. It mates to a forged A4 upper receiver and is shrouded by a 13" free-float handguard. The rail system accommodates optics and thermal gear, while the M-LOK compatible handguard allows mounting for bipods, slings and lights. A winter trigger guard provides room for gloved fingers and the Hogue pistol grip gloved hands with its no-slip rubber coating and prominent finger grooves. The two-stage Ultra Match Varmint Trigger boasts light take-up, crisp break and 3.5-4 lb. pull weight.



STEVENS SHOTGUNS

(800) 370-0708
savagearms.com

Stevens Shotguns' 12 GA **555 SPORTING** model is designed for sporting clays and trap shooters. Features include a Turkish walnut stock and forend with adjustable comb height and 14.5" length of pull; raised ventilated rib with mid-bead rear sight and fiber optic front sight; lightweight aluminum alloy silver receiver; 30" ported barrels for recoil reduction; manual safety; single selective mechanical trigger; 30" chrome-lined barrels; tang-mounted safety; manual extractor and includes five extended chokes (F, IM, M, IC, C). OAL is 48.5".





SJK GEAR

(800) 233-6283
sjkgear.com

The **ROADHOUSE TARP** from SJK is an ideal shelter for any hunting, camping or off-road adventure. Offering three primary configurations, including a single pole A-frame with a vehicle, dual pole awning with a vehicle and a dual pole A-frame without a vehicle, this versatile tarp easily provides a large sheltered area from rain and sun. A unique attachment system easily connects to most Jeeps, SUVs or trucks. Its dimensions are 160" x 103/192" with a peak height of 96".

PRIMARY WEAPONS SYSTEMS

(208) 344-5217
primaryweapons.com

The **BDE 762** (Bravo Delta Echo) from Primary Weapon Systems is constructed of lightweight titanium alloy, and its modular design allows for easy customization. The entrance chamber features a universal 1.375x24 TPI pattern for compatibility with existing suppressor mounts. Each baffle is taper-threaded and the internal baffle notches are symmetrically designed, ensuring accuracy is not impacted. The non-modular baffles allow gas to be diverted to lower the backpressure. The exterior of the suppressor has been engineered for both form and function, to dissipate heat mirage and help keep the line of sight clear.



FALCO HOLSTERS

+421 903 430 057
falcoholsters.com

The **A604 L TIMELESS IWB LEATHER HOLSTER** from FALCO Holsters fits SIG SAUER P365 handgun models with or without accessories. The slender, optics-ready holster features a FALCO clip for secure retention for appendix carry or 3 o'clock positioning. The reinforced open-top design offers quick draw and safe reholstering with a sweat guard for comfort and protection. The leather is hand-dyed, oiled and lacquered in-house and the edge is hand-finished and colored to protect it from wear as well as add longevity. The holster is available in black or mahogany, and left- or right-hand configurations.



ALIEN GEAR HOLSTERS

(208) 215-2046
aliengearholsters.com

The **ROSWELL** appendix carry and OWB holster line from Alien Gear is designed with a minimalist approach for peak performance. Each Roswell holster is made from a proprietary injection-molded polymer that is 20% lighter, 40% tougher and 80% more heat resistant than other molded holsters. The included claw and wedge kit ensures the Roswell AIWB stays comfortable and close to the body, and the optional MRDS hood protects optics. Roswell AIWB and OWB series holsters are available for 20 manufacturer models in right- or left-hand draw.



ROGUE-OPS

(541) 646-8016
rogue-ops.com

RO21 AR-15 rifles from Rogue-Ops feature a reversible handstop, Raptor or Predator pistol grip, 4150 chrome moly vanadium barrel and Velocity classic trigger. Each component is machined in-house to the tightest of tolerances to create an exceptionally reliable weapon that delivers sub-MOA accuracy. Beyond quality and aesthetics, RO21 models feature an ambidextrous safety and bolt release, giving maximum control to both right- and left-handed shooters. RO21 rifles are offered in 8" (5.56/300 BLK), 11.5" (5.56) and 16" (5.56) versions.

FN AMERICA

(800) 635-1321
fnamerica.com

FN America introduced the **FIVE-SEVEN MRD** optics-ready pistol chambered in 5.7x28mm with a complete design update with a factory-milled slide to accept most micro red dot optics. The three-dot photo luminescent sights glow in low-light conditions, are adjustable for elevation and windage and co-witness with certain optics. Enhanced slide serrations and extended cocking ridges at the rear of the slide boost the Five-seveN MRD's overall operability. It is available in matte black or FN-signature Flat Dark Earth (FDE) and ships in a zippered pistol case with two 20-round magazines and optic-mounting hardware.





TAURUS USA

(800) 327-3776
taurususa.com

From Taurus, the **856 EXECUTIVE** is chambered in .38 Special +P and has a six-round capacity. The DAO revolver sports a 3" barrel and concealed, spurless hammer. The Altamont walnut grips provide improved function, and the checkered panels and contoured profile ensure positive handgun retention. The frame, barrel and cylinder are stainless steel and have a hand-polished satin finish. The 856 Executive is 7.5" long overall, 1.41" wide, 4.80" tall and weighs 25 oz. A lock-compatible Pelican Vault hard case is included.



HOLOSUN

(909) 594-2888
holosun.com

The **SCS-MOS** (Solar Charging Sight) from Holosun is a pistol-mounted reflex sight featuring an internal solar rechargeable battery. The optic self-regulates intensity to ambient light like all other Solar-Safe Holosun optics, and the solar panel also recharges the internal battery. The SCS-MOS matches the form and style of the GLOCK MOS platform. It boasts a grade 5 titanium IP67-rated housing and features Super Green (540nm) LED technology using the MRS (Multi-Reticle System) to give users the choice between a 2 MOA dot only, 32 MOA circle only or a 32 MOA circle with a 2 MOA dot. Windage and elevation adjustments are made 1 MOA per click.



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ANDERSON MANUFACTURING

(859) 689-4085
andersonmanufacturing.com

Anderson Manufacturing's **AM-15 PRECISION SERIES** rifles are built for competition and consist of four models: The Competitor, The Marksman, The Sharpshooter and The Varminter, all chambered in 5.56. The Schmid Tool two-stage trigger has a 4.5-lb. pull, allowing for a crisp trigger squeeze and quick reset. The Magpul PRS Lite stock allows for shooter versatility with ambidextrous and quick-detach sling mounts in front and rear of stock, comb height and length of pull are fully adjustable and shooter can adjust the low-profile rubber butt pad for height and cant.



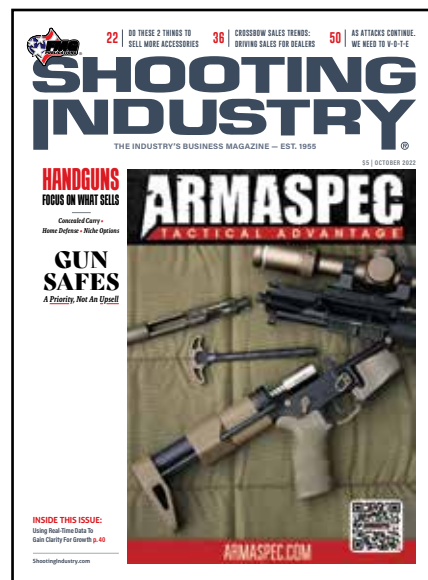
WEATHERBY

(307) 675-7840
weatherby.com

Weatherby's latest cartridge, **338 WBY RPM**, was purpose-built for the smaller Mark V 6 lug action. The Rebated Precision Magnum (RPM) family is unique compared to Weatherby's traditional cartridges because it is a non-belted, non-venturi shoulder case with a rebated rim. Four offerings are currently available: Weatherby Select Plus 185-grains Barnes TTSX with muzzle velocity of 3,100 fps with a 24" barrel; Weatherby Select 225-grains Hornady Interlock with muzzle velocity of 2,800 fps with a 24" barrel; Weatherby Select Plus 225-grains Nosler Accubond with muzzle velocity of 2,825 fps with a 24" barrel; and Weatherby Select Plus 225-grains Barnes TTSX with muzzle velocity of 2,800 fps with a 24" barrel. Additionally, a variety of Backcountry, Accumark and Carbonmark models will be chambered in 338 WBY RPM.

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NEW PRODUCTS

ARMASPEC

(888) 250-5076
armaspec.com

The **GEN3 SOUND MITIGATION BUFFER SMB** from Armaspec is a single-stage captured drop-in replacement for a standard AR-15 buffer and spring (an AR-10 version is also available). The SMB is designed to keep the buffer spring from rubbing against the inner wall of the buffer tube providing smooth, quiet operation. The spring weight is adjustable: The main spring can be trimmed at 0.25 lbs. per coil to reduce tension up to a max of 12 coils. The Gen3 SMB is available in five versions: Carbine: 3.3 oz., Heavy: 3.8 oz., H2: 4.7 oz., H3: 5.6 oz and 9mm: 6.9 oz.

WALTHER ARMS

(479) 242-8500
waltherarms.com

Walther Arms' **PDP 5.1" THREADED BARREL 9MM KIT** has polygonal rifling for improved performance. The kit includes the barrel with 1/2x28 TPI threads, spring and thread protector. It works with the PDP 4.5" model, but will not fit the steel-frame PPQ. The PDP 5.1" Threaded Barrel 9mm Kit is offered in the North American market only.



WILEY X

(800) 776-7842
wileyx.com

WileyX's **WX OMEGA** is one of the bolder frames in the Active Lifestyle Series. The frame is lightweight with a high-wrap that blocks out any peripheral light. The lenses meet ANSI Z87.1 safety standards for optical clarity and high-mass/high-velocity impact, guaranteeing maximum protection and precision vision in any outdoor adventure. WX Omega frames are Rx ready and feature UVA/UVB light-blocking shatterproof Selenite lenses and dual-injection rubber nose pads. A leash cord with rubber grips, button temple tip strap, black zippered clamshell case and cleaning cloth are included.



SMITH & WESSON LAUNCHES GUNSMARTS SERIES 3

Smith & Wesson has launched its latest GUNSMARTS campaign, the third season in the series.

Launched in Aug. 2020, Smith & Wesson GUNSMARTS was initially designed to welcome first-time gun owners into the firearms community and highlight key resources available to those who made their initial purchase. Series 3 focuses on intermediate and advanced training topics to further promote skill growth and continue the journey of firearm education and ownership, starring Smith & Wesson Brand Ambassadors and Professional Shooters Jerry Miculek and Julie Golob, in addition to new industry partners.

“Our third year of S&W GUNSMARTS takes an even deeper dive into gun



When GUNSMARTS launched in mid-2020, it initially focused on welcoming the millions of first-time gun buyers who joined the ranks of firearms ownership. GUNSMARTS Series 3 focuses on intermediate and advanced training tips for gun owners to further develop

ownership, skills and knowledge,” said Julie Golob, GUNSMARTS host and brand ambassador. “Each episode features useful tips, helpful drills and plenty of insight. I love being able to share what

has helped me become both proficient and confident as a shooter.”

The GUNSMARTS video library can be categorized by topic or experience level.

[/ smith-wesson.com/gunsmarts](https://smith-wesson.com/gunsmarts)

PHOENIX CAMPAIGN TARGETS ILLEGAL GUN PURCHASES

As part of an ongoing national effort to prevent illegal “straw” purchases of firearms, NSSF, ATF and DOJ combined to remind the Greater Phoenix area that stiff penalties are in place for individuals convicted of such unlawful purchases. The monthlong campaign launched Sept. 7, at a press event held at Tombstone Tactical, an FFL dealer with a location in Phoenix and Chino Valley, Ariz.

Billboard, radio, social media, streaming audio and digital advertisements for the “Don’t Lie for the Other Guy” program were purchased by NSSF in key locations throughout the region with the message: “Buy a gun for someone who can’t and buy yourself 15 years in jail. Don’t Lie for the Other Guy.”

The Phoenix area “Don’t Lie” campaign will total more than 44 million gross media impressions, including more than 57 outdoor billboards, digital bulletin boards and posters. There are also more than 460 radio spots playing and 520,000 digital streaming radio service impressions. On social media, “Don’t Lie” advertisements total more than 2 million targeted geofenced online mobile advertisements on Facebook



NSSF President and CEO Joe Bartozzi (center) addresses the media during an event to kick-off a monthlong “Don’t Lie For The Other Guy” campaign in Phoenix last month. Also pictured: (Left) Brendan Iber, ATF special agent in charge, Phoenix Field Division and (right) Gary Restaino, U.S. Attorney for the District of Arizona.

and Instagram impressions. Phoenix was chosen for this special campaign by ATF. No taxpayer dollars are used. The program is funded in full by the firearm industry.

“The firearm industry has always been fully committed to keeping firearms out of the hands of those who should not possess them. We’re proud of our more than two-decade cooperative relationship with the ATF, DOJ and the entire law enforcement community to assist them in their collective efforts to reduce criminal acquisition and misuse of firearms,” said Joe Bartozzi, NSSF

president and CEO.

This public awareness campaign constitutes only part of the “Don’t Lie for the Other Guy” outreach effort. The “Don’t Lie for the Other Guy” program also involves educating firearm retailers to better detect and prevent illegal straw purchases. Federal firearms licensees are provided a “Don’t Lie for the Other Guy” retailer kit containing a training video and information for storeowners and staff, as well as point-of-purchase displays aimed to deter illegal straw purchases. [/ dontlie.org](https://dontlie.org) **SI**



BY JADE MOLDAE

Image: freshidea / Adobe Stock

TIP THE SCALES: GET OUT AND V-O-T-E!

Election Day is Nov. 8. All 435 members of the U.S. House of Representatives are up for reelection, along with a third of the U.S. Senate. Democrats hold a slim majority (223–213) in the House, while the Senate is split 50-50. The balance of political power is on a knife-edge.

In a world full of hyperboles, overreactions and clickbait headlines, here's an understated one: The results of the midterms will have a *significant* impact on our industry. If Republicans can regain control of one (or both) houses of Congress, the radical, anti-gun agenda's momentum will be stalled. (And you can bet Republicans will have some fun with committee hearings of their own ...) If the status quo is maintained, we'll — collectively — need to dig in and get ready for additional rounds of anti-gun/anti-industry attacks.

As noted in this month's lead *Industry News* story, the 117th Congress has been largely ineffective in accomplishing a number of President Biden's anti-gun/anti-industry objectives. Yes, the swift passage of the Bipartisan Safer Communities Act drew a considerable amount of ire from industry businesses and 2A organizations. And Democrats capitalized on their majority in the lower chamber by passing the so-called Assault Weapons Ban of 2022. However, it could have been a lot worse had a Democratic majority been more pronounced.

So, we need to do our part and encourage employees, customers and industry partners to get out and vote

next month. At the ballot box, we have the power to vote out those who hold our industry, freedoms and way of life in contempt.

ONLINE SURVEY REVEALS KEY FINDINGS

Since the onset of the pandemic, we've reported on the surge of first-time gun owners and record-setting sales trends — mostly from insights gleaned by industry organizations, but also from other sources. One such source features some compelling data on gun ownership, something anti-gun politicians would be wise to acknowledge.

In what has been billed as the “largest and most comprehensive” survey of American gun owners, the “2021 National Firearms Survey” was published earlier this year and then updated in mid-September with more data. Professional survey firm Centiment administered an online survey of about 54,000 U.S. residents during Feb. and Mar. 2021. The survey identified 16,708 gun owners who were asked a series of in-depth questions about their ownership and use of firearms.

William English — a Georgetown political economist who commissioned this survey for a larger book project — recently presented the survey's major findings on the Social Science Research Network. And what the survey found we already know: Gun ownership in the U.S. is both widespread and diverse.

According to the survey, 31.9% of U.S. adults own a firearm — translating to more than 81.4 million gun owners.

The survey found nearly a third of gun owners (31.1%) have used a firearm to defend themselves in some capacity, resulting in an estimated 1.67 million such incidents annually. (In most cases, 81.9%, the gun was not fired, and the majority of defensive gun uses [74.8%] took place outside of the home.)

In his conclusion, English noted the growing diversity among gun owners.

“The demographics of firearms ownership and defensive use are diverse, with different demographic groups commonly owning and using firearms at substantial rates,” he said.

According to the survey, 42.2% of gun owners are female. Among minority groups, more than a quarter (25.4%) of Blacks own firearms, while 28.3% of Hispanics and 19.4% of Asians count themselves as gun owners.

“

We need to do our part and encourage employees, customers and industry partners to get out and vote next month.

The survey estimates Americans own more than 415 million firearms — with handguns commanding the largest share (171 million), followed by rifles (146 million) and shotguns (98 million). The also survey suggests as many as 44 million AR-15/MSRs and 542 million magazines with 10-plus-round capacities are in circulation.

So, to those looking to ban entire categories of firearms and magazines: How's that for “commonly owned?”

English acknowledged the findings in this report come at a critical time.

“While many of [the report's] estimates corroborate prior survey research in this area, it also provides unique insights that are relevant to timely public policy debates, particularly regarding the defensive use of firearms and the ownership and use of AR-15-styled rifles and magazines that hold over 10 rounds,” he concluded.

For more info — and to download a PDF of this report — visit: dx.doi.org/10.2139/ssrn.4109494.

Continued on p. 49



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