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FMG, AMERICAN COP
PARTNER WITH SHOT SHOW

24

SHOWCASE INVENTORY
WITH CCW FASHION SHOW

46

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THE INDUSTRY'S BUSINESS MAGAZINE — EST. 1955

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THE **TOP** TIER

Dealers Rate Favorite
Handgun Makers

POS

Points Of Surprise!

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Gunsmithing Part 2 —
Market Your Services p. 38

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A man with short brown hair and a light beard is standing outdoors. He is wearing a red and black plaid button-down shirt over a white t-shirt, and blue jeans with a black belt. He has his hands in his pockets and is looking directly at the camera. The background is a blurred outdoor setting with greenery and a wooden fence.

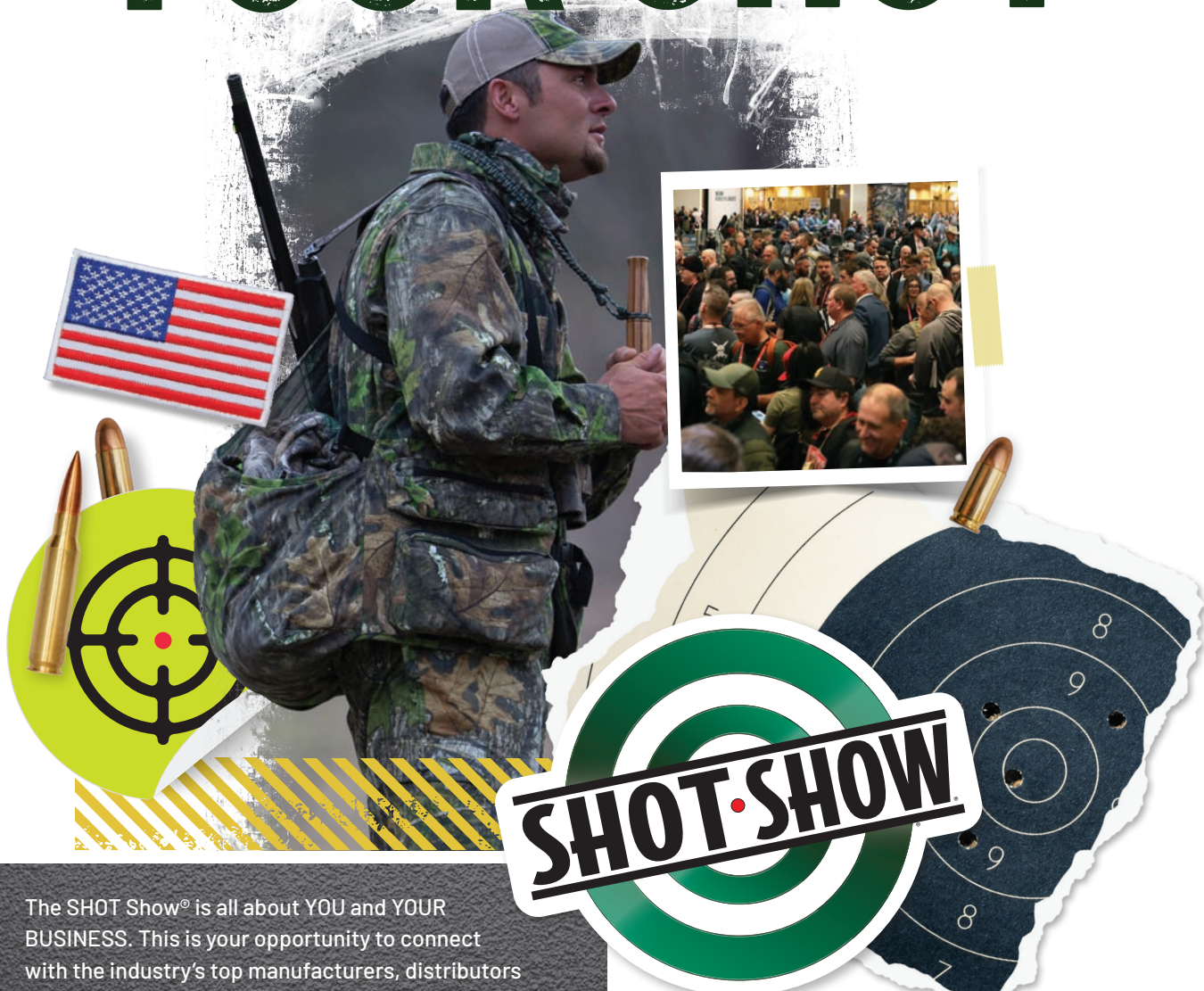
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Focus On Adding Value

In part two of a three-part series on adding a gunsmithing/DIY segment to your business, Bryan Hendricks focuses on how stores can market these services to customers. Being able to convey how gunsmithing adds value to customers is crucial in growing this segment.

When describing how a competent gunsmith benefits a brick-and-mortar operation, Hendricks hits the nail on the head: “A gunsmith who does quality work and completes jobs in a timely manner adds value to a store and ultimately helps a retailer move more product.”

See pp. 38–41 for more.

CCW FASHION SHOW: IS IT FOR ME?

Why would a dealer want to host a concealed carry fashion show? According to Nancy Keaton, “As a retailer, you want to showcase the products carried in your store in order to increase sales.”

In this month’s *Best Practices* installment (p. 24), Keaton shares how dealers can successfully host and profit from a concealed carry fashion show.

ANOTHER WAY TO VIEW POS

After declaring dealers should view their point-of-sale (POS) systems as “profit optimization systems” in an article last year, Hank Yacek revisits this topic by evaluating how a competent POS system can reveal “points of surprise” to further elevate your business.

Assessing payroll, marketing and



OCTOBER 2023

“shrink,” Yacek contends, “The data generated by a robust POS system can provide immensely valuable insights to help optimize any store, retain more profits and ultimately grant you far more control of the destiny of your business. Use the data already being collected to its best effect and get maximum value!”

COMING NEXT MONTH: CLOSING OUT 2023 STRONG

As we enter the penultimate month of 2023, dealers are preparing for the influx of heightened traffic from Black Friday to Christmas. In next month’s issue, Doug VanderWoude shares tips for dealers on how to close out the year strong — citing real-time examples from other successful businesses.

Also in the November issue, Tim Barker highlights how (even with the uncertainty of a recession or “soft landing”) high-end and custom guns can still draw customers in. Other points of interest in the issue include predator hunting sales, co-op advertising help and part three of the gunsmithing series. **SI**

FEATURE HIGHLIGHT

“POS: Points Of Surprise”

By Hank Yacek

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SHOOTING INDUSTRY

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The acquisition, ownership, possession and use of firearms are 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.



WHAT S/I READERS ARE SAYING ...

Editor's Note: The following is a response to B.A. Stear's Aug. 2023 article, "Shocking Profitability In Paper Targets" (*Best Practices*)."

In his article, Stear contends, "With some simple sales training, you should easily be able to double your target sales leading to some serious increases in profitability at the end of the year to the tune of \$50,000 (or more) for some high-volume operations. That's \$50,000 cash profit, not revenue."

Dealers, have any additional thoughts? Contact us anytime: editor@shootingindustry.com.



This valuable recommendation applies to all gun stores that offer targets for sale. We highly encourage shops to include paper and self-adhesive targets alongside our innovative free-standing cardboard targets. This way, customers can enjoy prolonged utilization of the cardboard

targets — while shops benefit from increased add-on sales. It's an exceptional value proposition that benefits everyone involved. **[S]**

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Image: NSSF

FMG, *AMERICAN COP* PARTNER WITH NSSF FOR SHOT SHOW'S LEEP

FMG Publications, publisher of *American COP* magazine, is teaming up with NSSF to provide law enforcement professionals with an exceptional lineup of Law Enforcement Education Program (LEEP) sessions during the 2024 SHOT Show.

LEEP provides a wide range of training sessions that run throughout the week of the SHOT Show. Each of these sessions provides insights into real-world, on-scene applications of various technology and training methods.

"FMG and *American COP* have been a trusted resource for the law enforcement

community for many years, and the content they'll provide for LEEP will be outstanding," said Melissa Schilling, NSSF managing director of exhibitions and conferences. "We're very excited about this new partnership and being able to provide the SHOT Show's law enforcement attendees with a fantastic lineup of education sessions."

"With law enforcement budgets being cut across the country, we understand the importance of supporting agencies and embattled officers however we can," said Randy Molde, FMG Publications president. "We're extremely proud

“

FMG and *American COP* have been a trusted resource for the law enforcement community for many years, and the content they'll provide for LEEP will be outstanding.”

Melissa Schilling • Managing Director of Exhibitions and Conferences
NSSF

to partner with the NSSF and help deliver much-needed training resources through the LEEP program during SHOT.”

In addition to its role with LEEP, FMG and *American COP* will also be exhibiting on the SHOT Show floor in the law enforcement section, a segment of the show that has grown immensely over the years.

The SHOT Show's LEEP sessions will run January 23–25 in the Venetian Convention Center.

[/ americancop.com](http://americancop.com)
[/ shotshow.org](http://shotshow.org)

BROWNELLS HONORS GUNSMITHING SCHOLARSHIP RECIPIENTS

Brownells announced the exceptional recipients of the Brownells Gunsmithing Scholarship awarded at Montgomery Community College.

Three outstanding recipients — Joseph Hampton, Dalton Miller and Alex Rosales — are being recognized

for their outstanding dedication to the gunsmithing trade. This scholarship highlights their exceptional skills and commitment to the gunsmithing craft.

All three of these students are beginning their second year in gunsmithing at Montgomery Community College and will be entering the working world of gunsmithing in the summer of 2024.

"Brownells is dedicated to improving gunsmithing skills and the success of gunsmiths. Congratulations to Joseph,



Dalton and Alex for their commitment and dedication to one of America's most crucial trades," said Pete Brownell, CEO of Brownells.

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



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INDUSTRY NEWS

OLIN/WINCHESTER ACQUIRES WHITE FLYER TARGETS

Olin Corp. announced an agreement to acquire the assets of White Flyer Targets LLC, a North American leader in recreational trap, skeet and sporting clay targets. Olin will combine White Flyer Targets with its Winchester Ammunition business.

The acquisition includes White Flyer's five state-of-the-art manufacturing facilities located in Coal Township, Pa.; Dalton, Ga.; Webb City, Mo.; Knox, Ind. and San Bernardino, Calif. It also includes White Flyer's recently announced ECO FLYER target product line.

"The combination of Winchester and White Flyer should enhance the continued growth of trap, skeet, sporting clays and

other shotgun sports. This acquisition offers the unique opportunity to provide comprehensive ammunition and clay target solutions for the thousands of shooting ranges across America," said Brett Flaughner, president of Winchester Ammunition.

"Winchester is the perfect choice to take ownership of our iconic brand. The pride our employees have in White Flyer Targets will only expand as they are welcomed into the Winchester team. We are confident that shooting sports, overall, will benefit from this pairing," said Robert Lippert, president and CEO of Reagent Diversified Holdings Inc., owner of White Flyer Targets.

The transaction is contingent on Olin's completion of confirmatory due diligence, definitive agreements and final approval of both companies' boards of



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directors. The transaction is not expected to require any pre-merger filings, and is expected to be complete in the fourth quarter of 2023. Olin plans to fund the transaction with cash on hand, and anticipates the transaction would be immediately accretive to Olin's shareholders.

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

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INDUSTRY NEWS

PYRAMYD AIR REBRANDS

Airgun retailer Pyramyd Air announced it has rebranded, with the word AIR serving as an acronym for Adventures In Recreation. This move highlights the company's continued expansion into a broader range of outdoor recreation products and experiences.

The rebrand includes a new company logo and a new look to its website.

Since its founding in 1996, Pyramyd AIR has seen its customers' interests extend well beyond airguns into a wider range of outdoor adventures such as hunting, fishing and more. The company has expanded its product offerings accordingly, with the goal of becoming a one-stop shop for all outdoor adventures.

"Our customers are passionate about

experiencing the thrill of the outdoors, whether target shooting, hunting or being outside. We're excited to offer a growing portfolio of products to fuel those passions, experiences and adventures," said Val Gamerman, president of Pyramyd AIR.

Airguns remain a major focus of the Pyramyd AIR product lineup, and the company will continue to support and grow the airgun industry, while also helping people enjoy more outdoor activities.

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



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SAAMI WELCOMES FOUR NEW MEMBER COMPANIES

The Sporting Arms and Ammunition Manufacturers' Institute Inc. (SAAMI) announced that AAC Ammunition, Defender Ammunition Co. and ROAM have joined as Supporting members and Forster Products joined as an Affiliated member.

Ammunition manufacturers AAC Ammunition and Defender Ammunition are headquartered in West Columbia, S.C., and Raeford, N.C., respectively. Forster Products is a manufacturer of tooling for the firearms and ammunition industry, headquartered in Lanark, Ill. Firearms manufacturer ROAM is headquartered in Grand Forks, N.D.

"We are very pleased to welcome AAC Ammunition, Defender Ammunition Co., Forster Products and ROAM to the SAAMI organization," said Joe Bartozzi, SAAMI president and CEO. "In joining SAAMI, they become part of the premier U.S. organization for the establishment and publication of standards for the safety, reliability and interchangeability of sporting arms and ammunition."

As new Supporting or Affiliated members, these companies will have full access to SAAMI firearms and ammunition technical standards, as well as to SAAMI's reference ammunition program assessments. This status also lets their customers know they support the safety of participants of the shooting sports and all the work SAAMI does for the industry.

Founded in 1926 at the request of the federal government, SAAMI is dedicated to creating and promulgating technical, performance and safety standards for firearms, ammunition and components. The organization is committed to being the preeminent global resource for the safe and responsible transportation, storage and use of these products.

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



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SIONYX ACQUIRES AMIGEN, ANNOUNCES NEW CTO

Silicon-based photonics company SIONYX announced its acquisition of American Imaging Engineering LLC (Amigen), a premier thermal imaging system provider.

The acquisition paves the way for accelerated product design and development of integrated, color, digital and thermal night-vision technologies and products. The accomplished Amigen team will bolster SIONYX's product development unit, contributing a wealth of industry insight and proficiency in integrating fused thermal-imaging solutions.

Jeffrey Lee, founder and president of Amigen, has been named chief technology officer of SIONYX's commercial products division. Lee is known as a product visionary who has led many of the industry's most impactful thermal imaging

innovations during his 20-plus-year oversight of category growth.

"We envision a future where digital and thermal night vision becomes as ubiquitous as the mobile phone camera. Our combined technologies, talents and resources will empower us to bring our game-changing technologies to market faster. Our night-vision product solutions highlight the best of consumer functionality and military performance, making our customers' jobs and daily lives safer and easier," said Lee.

SIONYX has led the charge in designing and implementing innovative products in the nascent digital night-vision market. The company has leveraged its proprietary ultra-low-light CMOS image sensor technology to dramatically enhance the performance of light-sensing devices commonly used in consumer, industrial, medical and defense-related applications.

Drawing on its extensive expertise, Amigen has a proven track record of developing a diverse range of products,



thanks to its digital-imaging fusion software, which fuses thermal with visible sensors for direct-view and low-power systems. Amigen's technology has found successful applications in defense, sporting/hunting and related markets that benefit from night vision.

Both Amigen and SIONYX officials assure their customers and partners they can expect a seamless transition and continued dedication to delivering high-performance imaging solutions.

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

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USAGO LAUNCHES FOUNDING MEMBERS CAMPAIGN

The newly established United States Association of Gun Owners (USAGO) announced its founding members campaign, offering special discounts and perks to those who sign on.

The organization is founded on the principles of protecting individual and family rights, and preserving the right to keep and bear arms.

The best way to safeguard the Second Amendment, USAGO's founders maintain, is by promoting safe and responsible firearm usage through education and training. The organization provides resources for members to exercise their rights responsibly.

The founding members bundle offers exclusive benefits, including a meticulously laser-engraved knife and a 10% discount on the first order from the USAGO store. Additionally, founding

members can enjoy up to 30% savings on clubs, a quarterly discount, waived registration fee for the Bear Self Defense Association, member onboarding and exclusive member concierge services at no extra cost.

Additional discounted items, such as the exclusive Founding Member Browning knife, a USAGO T-shirt and a premium leather koozie, can be purchased separately.

USAGO also offers ongoing membership benefits, which include wholesale discounts on firearms, ammunition and gear. Additional benefits are private access to the USAGO member

community, unlimited access to the training vault and flat-rate shipping on all orders. Members also will have the chance to win free gear in monthly giveaways.

Premier founding members can take advantage of added perks, such as reimbursement of up to \$25 for FFL transfers in store credit, \$20 in monthly ammo credits and free shipping on all orders, regardless of size.

The USAGO is an association of members who are passionate about firearms, and works to instill and preserve the legacy of firearm ownership established by America's forefathers. **SI**

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

The advertisement features a dark, atmospheric background with a bullet in flight, creating a large, stylized "BULLET" shape from its wake. A text box in the lower right contains the following text: "WE STARTED BY HAND-LOADING AMMO. WE COULD COUNT ON IN THE LINE OF DUTY. FOUR DECADES LATER AND WE'RE STILL INDEPENDENTLY OWNED, STILL MAKING A PRODUCT WE'D STAKE OUR LIVES ON." Below this is the Black Hills Ammunition logo, which includes the text "The Power of Performance" and "BLACK HILLS Ammunition". At the bottom, a banner reads "TO LOCATE A DEALER NEAR YOU, PLEASE CALL 800.568.6625" and "www.black-hills.com" followed by social media icons for Facebook, Twitter, Instagram, and YouTube.

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INDEPENDENTLY OWNED,
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E. NYMAN

Vista Outdoor Selects Outdoor Segments CEO

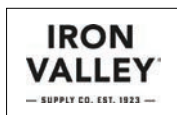
Vista Outdoor has named Eric Nyman its new Outdoor Products

Segment CEO to lead the company following a planned separation later this year.

As part of the change, Nyman and Sporting Products CEO Jason Vanderbrink will be elevated to the Vista Outdoor board of directors. Gary McArthur, interim CEO of Vista Outdoor, will retain this title until the split and will then become chairman of the board of the new Outdoor Products Company.

Michael Callahan, chairman of the Vista Outdoor board of directors, said, "[Nyman's] unique background and skill set, combined with our company's unmatched portfolio of iconic brands, resilient operating model and strong balance sheet, positions Outdoor Products to deliver compelling value for our shareholders."

Nyman has more than 30 years in the consumer products industry and joins Vista Outdoor from Hasbro Inc., where he most recently served as president and COO.



Iron Valley Supply Grows Team

Iron Valley Supply announced the additions of Cary Wells as senior merchandiser/business analyst and Jacob Ring as merchandiser.

Wells has 23 years of experience in the sporting goods industry from roles at United Sports Companies and Dunkin Lewis Agency. He joined Iron Valley Supply as a merchandiser in 2022.

Wells is also a retired veteran

of the USMC.

Ring served in the U.S. Army before working for Ellett Brothers and Davidson's Inc.



W. SMALLEY

RISE Armament Names Firearms Director

William "Smalls" Smalley was recently named the director

of RISE Armament's firearms division.

"We're excited to welcome Smalls to the team. His firearms expertise, business skill set and alignment with our values and mission will no doubt help RISE continue its accelerated growth," stated Matt Torres, CEO of RISE Armament.

Smalley brings extensive experience to the role from working with such companies as Remington, AAC, Bushmaster, PARA and Franklin Armory.



Christensen Arms Strengthens Executive Team

Christensen Arms announced three strategic additions to its executive team: Randy Stumph as general manager, Michael Halleron as EVP of sales and Willie Vernon as EVP of marketing.

Christensen Arms Chairman Vic Keller stated, "These hires demonstrate our commitment to growth and excellence. We believe in moving forward and shaping the future of not only our company, but of the industry. We're excited about the journey ahead."

Stumph brings 20+ years of manufacturing industry experience from roles with manufacturing companies such as US Synthetic, Blendtec and Little Giant Ladder Systems.

With over 25 years of

experience, Halleron has held executive roles at organizations like Fiocchi of America, Adams Arms and Federal Ammunition.

Vernon has led marketing teams at companies such as SilencerCo, Vista Outdoor and BOTE Paddle Boards.



B. PETERS

Fiocchi Announces Sales Director

Fiocchi welcomed Ben Peters as its new director of sales where he is tasked

with managing over 20 territory reps and several rep groups.

Chris Tinkle, Fiocchi VP of sales, said, "With Fiocchi's ongoing expansions in both product lines and manufacturing capacities, [Peters'] experience and proven capabilities will be significant assets for us immediately and moving forward."

Peters has nearly a decade of experience in sales, business development and marketing positions in the outdoor segment, including seven years with Remington Outdoor Company and, most recently, Primary Weapons Systems and Lone Wolf Arms.



C. OSBORN

Walther Arms Names Director

Walther Arms announced the return of Cody Osborn as the director

of communications and channel marketing. He is responsible for developing and executing comprehensive marketing strategies, optimizing communication channels and strengthening partnerships with distributors, dealers and industry influencers.

"We are beyond excited to welcome Cody back to the Walther Arms family," said Rob McCanna, president and CEO of

Walther Arms Inc. “His knowledge of the industry, coupled with strong leadership skills and the ability to connect with our partners, will undoubtedly bolster our marketing initiatives and reinforce our duty to excellence in communication and customer engagement.”

In his previous tenure at Walther Arms, Osborn played a pivotal role in enhancing the company’s brand presence and developing successful marketing campaigns that resonated with the shooting community.



E. DINGER

Pass It On — Outdoor Mentors Welcomes Board Members

Pass It On — Outdoor Mentors announced a new board chair, Eric Dinger, and the addition of two new board members, Mark Estrada and Joel Hodgdon.



M. ESTRADA



J. HODGDON

Dinger, a consultant who works with businesses and NGOs in the conservation space, most recently served as the president of Arbor Day Carbon.

“Eric has been a great advocate and leader on our board of directors for many years. We are looking forward to how he leads our program moving forward,” said Brittany French CEO of Pass It On — Outdoor Mentors.

Estrada is the brand and marketing director for VEIL Camo and PROIS. He has 20 years of experience in the outdoor industry from roles at Under Armour and Cabela’s.

Outgoing Pass It On Board Chair Ryan Bronson shared, “As Pass It On grows and brings more youth into hunting, we need to build a sustainable business plan with it and Mark Estrada will be a valuable advisor.”

Hodgdon is currently the marketing director for Remington

Ammunition and has additional experience from roles at Federal Ammunition, the Congressional Sportsman’s Foundation and his family’s business, Hodgdon Powder Company.

Bronson stated, “Joel is a seasoned industry marketer with a passion for hunting and the shooting sports, and adds an important perspective for our governing board.” **SI**

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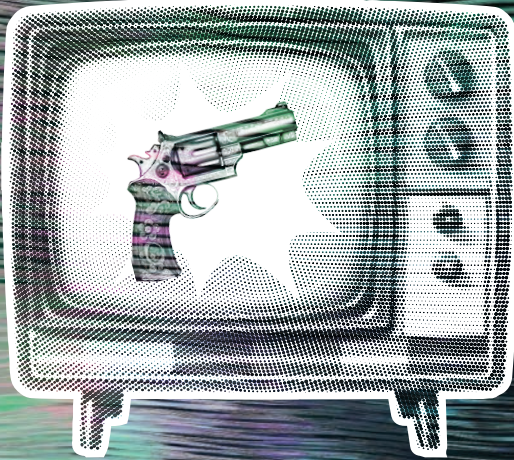
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BY MASSAD AYOOB

RETRO TRENDS: REVISITED

A couple of months ago in this space (“Selling Retro,” Aug. 2023), we looked at sales of retro firearms. Today, we’re revisiting this topic by adding some product categories not mentioned in the first look.

There’s no question the predominant sellers in the defensive-firearms market are polymer-framed pistols and AR-15 rifles. But they’re not the *only* regular sellers. Many in the firearms industry have noted a strong return of older designs in terms of popularity and sales.

Look at how many old-style lever-action rifles of the Henry brand are sold. Witness the popularity of the Ruger Marlin lever guns. We even see “tactical” lever guns with collapsible stocks and light rails.

This brings the discussion out of the hunting grounds and into the defensive arena.

1911s — WITH A TWIST

The 1911 pistol is the most obvious example. Seemingly eternal, the 1911 is not only more popular than ever, but now exists in more makes, models and variations than at any time in the past.

Though it may trouble the ghost of the late, great Jeff Cooper, the high priest of the .45 ACP 1911’s renaissance

in the last half of the 20th century and the godfather of the now resurgently popular 10mm Auto cartridge, many dealers and manufacturers alike tell me they are selling more 1911s chambered for 9mm Luger than they are in the traditional .45 caliber. For decades now they’ve also been available with accessory rails.

Does the customer want to go ultra-modern without sacrificing the long-established 1911 advantages, such as its excellent trigger? Show them a “2011” such as the Staccato or the Springfield Armory Prodigy, with up to 26 or so rounds of 9mm in a double stack magazine, *and* optics-ready.

Point out to the customer the 1911 in .45 has a *long*, confidence-building history of stopping fights, and has manageable recoil. In 9mm, it has *amazingly* light recoil. Most people find it to fit their hands very well, and it’s a natural “pointer” for most, too. With different grip thicknesses and trigger lengths, it’s hard to find a customer whose hand doesn’t fit *any* of the various 1911 pistols you might have in stock.

REVITALIZED CLASSIC: HI-POWER

Consider the venerable P-35, aka, the Browning Hi-Power. When I was young

it was the *only* double-stack fighting pistol available, and while it was not the predominant defensive arm in this country, it certainly had its own devoted following.

However, the time came when there were almost countless “high-capacity” 9mm Autos available, many cheaper and lighter and more ergonomic. A few years ago sales had diminished so far that the original manufacturer, Fabrique Nationale, in Belgium, didn’t think it was worth replacing the worn-out tooling to continue making them and this classic was discontinued.

It was a classic case of “You don’t know what you’ve got ’til it’s gone.” A couple of years ago Springfield Armory reintroduced an improved version named the SA-35, and sales were so hot the Turkish Girsan clone was soon also selling briskly. This did not go unnoticed by FN, who quickly introduced an updated version.

Quandary: A customer comes in and says, “I want one of those P-35 pistols I’ve been hearing about!” Which do you sell him? The selection is an embarrassment of riches.

“

Many in the firearms industry have noted a strong return of older designs in terms of popularity and sales.

Personally, I’m very happy with my Springfield SA-35, and a couple of other samples I’ve shot fairly extensively. My friend Steve Sager, a Master shooter in multiple disciplines, is very pleased with his Girsan version.

While the updated Browning has a configuration that won’t satisfy either the purist or historian, it has a *17-round* magazine as opposed to the 15-round Mec-Gar magazine that will come with the Springfield, and all superior to the 13-round magazine, which distinguished the original back in the day. I’ve run three SA-35 Springfields fairly intensively, bought one myself and been

happy with them all.

Who would buy one of these when they can get a more modern design cheaper, that might even hold more rounds?

Consider the following: The original Browning's grip shape is second to none, and *hugely* adaptable to different hand sizes. The aforementioned Jeff Cooper, a fairly big man, said more than once that the 9mm Browning fit his hand better than any other pistol, and it was a shame it wasn't manufactured in what he considered an adequately powerful caliber.

It's a perfect fit in my own hand, which according to Smith & Wesson's \$100,000 hand-size study done 30 years ago for the introduction of their Sigma series is "average adult male" in size. A great many petite female shooters have found it to be ideal also. Not many handguns reach this level of hand-size adaptability out of the box.

The P-35 series is properly carried cocked and locked, and its manual safety is reassuring to anyone who fears an opponent gaining momentary control over it, or who plans to carry in the appendix position. It has this in common with the 1911, and also like the 1911, it's very slim, easy to conceal and comfortable to carry inside the waistband. Is it a home-defense gun? The Girsan and the current Browning are available with rails for light/laser attachments.

RELIABLE WHEELGUNS

If what goes around comes around, as the saying goes, the revolver is "something round that is coming around again."

Consider: Colt's bottom line has benefitted from their return to revolver-making after a long hiatus. The little D-Frame snubbies have been selling very well. I recently watched instructor Chris Harold shoot a near-perfect score on a tough qualification with a 3" barrel Colt King Cobra that felt like it had a custom trigger even though it was straight out of the box. Dealers tell me they can't keep the new-generation Colt Pythons in stock.

Kimber has been so successful with its small six-shot revolvers that it keeps bringing out new variations.

Henry, whose whole catalog seems to consist of retro firearms, recently brought out the Big Boy, its own double-action .357 Magnum revolver.

Ruger and Smith & Wesson revolvers continue to sell well, particularly small pocket-size models for the self-defense market.


Selling points include the fact a revolver won't go out of battery when its muzzle has to be pressed against the body of the attacking criminal or rabid dog and will allow all five or six shots to be fired at press contact if necessary — with the muzzle blast roaring into the tissue and increasing the size of the wound at that.




If what goes around comes around, the revolver is 'something round that is coming around again.'

That cylinder which is easily swung out to load or unload is a whole lot easier for weakened or aged hands to manipulate. And frankly, it's a great selling point for any first-time handgun buyer. Just make sure the buyer has enough hand strength to pull the double-action trigger.

Don't neglect to remind your modern, Auto-buying customers a double-action revolver will help them learn how to distribute trigger pressure. (I've said for decades the DA revolver will teach the Auto shooter how to shoot better, and I'm not alone in that.)

The lever-action rifles we're seeing now with Picatinny rails and telescoping stocks may look "steampunk," but the fact is there are a lot of reasons why old, proven firearms designs are being rediscovered and appreciated by defensive-gun buyers at this point in the 21st century. 




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BY ASHLEY MCGEE

THE ROLE OF WOMEN IN GUN RIGHTS ADVOCACY

In this column, I've often written about how women are usually an undervalued and overlooked consumer segment, particularly within the shooting industry. Similarly underestimated is our legislative power.

At last estimate (Sept. 2021), there were approximately 123 million adult women in the United States, accounting for 59% of the total U.S. adult population. An estimated 68% of eligible female voters participated in the 2020 presidential election, and according to voter turnout statistics, women have registered and voted at higher rates than men in every presidential election since 1980.

The fact of the matter is, no matter how they vote, women play a huge role in U.S. elections. Not only in national elections, but in state and local elections as well.

Why is this important? Because in a time when pro-gun control organizations like Moms Demand Action are dominating the mainstream media airwaves and going viral on social media, women are the 2A community's best-suited advocates for countering their disinformation campaigns.

In short, we need politically

active gun owners to counter these movements.

"WE GIVE PEOPLE PAUSE."

Passionate about changing the perception of what the American gun owner looks like, Robyn Sandoval said legislators are always surprised that a group of women walking into their offices are on the pro-gun rights side.

"We give people pause," said Sandoval, "and we're uniquely positioned to counteract the stories from the other side because we're able to come at the issue with compassion, knowledge and facts."

Sandoval is the owner and executive director of A Girl & A Gun Women's Shooting League, one of the nation's largest firearms training organizations for women. She's also a board member for the DC Project, a nationwide organization of women committed to safeguarding the Second Amendment.

When pro shooter and former NRA World Shooting Lady Champion Dianna Muller founded the DC Project in 2016, she knew she needed to identify at least one woman from each state who shared in her mission.

"If you aren't a constituent, you can't get a meeting with your legislators," said

◀ The DC Project meets regularly at the U.S. Capitol to advocate for our Second Amendment rights.

Sandoval. "At the time, A Girl & A Gun already had established chapters in each state, so it was a logical partnership from the very beginning."

The women of the DC Project and A Girl & A Gun don't match the picture of gun-crazed extremists portrayed by mainstream media. They're women of varying races, ages, economic backgrounds and levels of shooting experience. They're also daughters, moms, grandparents, sisters, neighbors, business owners and community volunteers — many of whom have survived violent crimes or have suffered personal tragedies — which makes them precisely the segment of gun owners society at large needs to see in order to challenge the assumptions and stereotypes.

"The media likes to show passionate people, but 2A advocates are often reluctant to get in front of the camera because they're aware how easily words can be misconstrued or portrayed in a misleading context," said Sandoval.

"And with the gun industry often the first to eat its own, it takes a lot of courage to get out there and speak your mind," she added. "But we can't be silent and expect others to fight the fight for us."

FOSTERING YEAR-ROUND ADVOCACY

The DC Project's delegation is currently preparing for their sixth fly-in, which will take place on Capitol Hill later this month. They'll meet with legislators from both sides of the aisle to educate lawmakers about the realities of gun legislation and the lack of freedom imposed by those laws.

While meeting with legislators and testifying in front of House and Senate committees are a big part of the DC Project's work, one of their biggest priorities is educating women on the civics of being an advocate year-round.

"It's important to understand how our government works at every level," said Sandoval. "Each state is different, so understanding how bills are introduced and how laws are passed is essential to understanding how to effectively use your voice."

"So much legislation is passed with the intent to do good, but without

considering the unintended consequences,” she added. “It’s up to us to leverage our knowledge, experience and credentials as subject matter experts to educate lawmakers on all sides and potential implications of proposed gun control measures. You also have to know which bills are smoke and mirrors intended to distract and detract.”

WHAT YOU CAN DO

The big question for our readers is, how can gun stores, ranges and manufacturers, which are predominantly male-owned and managed, support women in their advocacy efforts on behalf of the 2A community as a whole?

The answer is simple.

“Talk about it. Share our mission. Post a flyer. Invite communities of women like A Girl & A Gun into your spaces so we have more opportunities to have these conversations and equip and empower even more women,” Sandoval contended.

Imagine the impact every gun store or range in the country could make by adding an educational seminar to their course offerings on the civics of being an informed and effective 2A advocate.

With the rise in female gun ownership in recent years, women

have become powerful advocates for responsible gun ownership, firearm safety education and the preservation of Second Amendment rights.

Women’s involvement in gun rights advocacy has been instrumental in fostering a more inclusive and diverse dialogue surrounding firearms in society. Their efforts have helped bridge political divides and broaden the appeal of gun rights, making it an issue that transcends party lines.

It’s past time for the entire industry to rally behind them and support these efforts. **SI**

“

Women’s involvement in gun rights advocacy has been instrumental in fostering a more inclusive and diverse dialogue surrounding firearms in society.

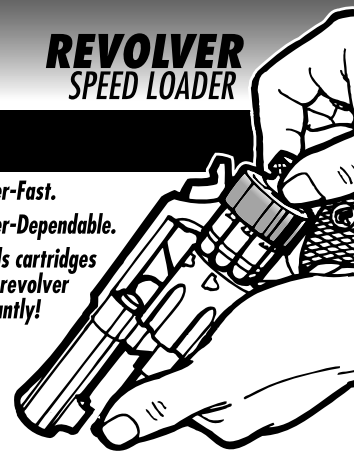


On the opening day of the Tennessee Special Session, the DC Project held a press conference directly after Moms Demand Action (MDA), a Bloomberg-funded anti-gun group. Tennessee Gov. Bill Lee called for the special session after the Covenant school shooting resulted in cries for gun reform.

HKS

REVOLVER SPEED LOADER

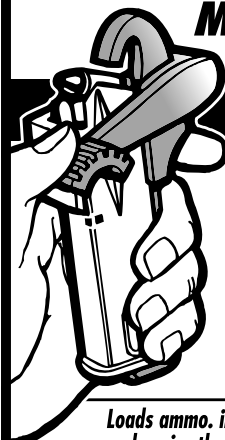
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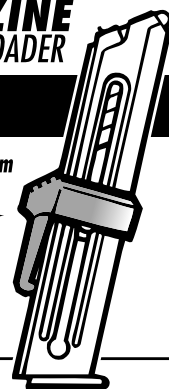
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BEST PRACTICES



BY NANCY KEATON

SHOWCASE INVENTORY WITH A CCW FASHION SHOW

How did Amanda Suffecool become the go-to gal for concealed carry fashion shows? She doesn't have a fashion background. She doesn't have a modeling background. What she does have, however, is a background in teaching firearms classes.

"I was teaching concealed carry and people would come to me and ask how I carry," Suffecool began. "But I am 5' 9" and everyone is a completely different size. We can't all carry the same way. So I started to gather stuff to show different options and pretty soon we just put together a fashion show. We did the first one and it was such a hit that we did the next one. Since then, I basically wrote the book on how to produce a concealed carry fashion show."

THE "WHY"

So why would you want to produce a concealed carry fashion show? As a retailer, you want to showcase the products carried in your store in order to increase sales.

"The premise I base every show on is demonstrating to the audience what they can't automatically see. The purpose is to convince those who are interested in carrying, yet believe as soon as they put a firearm on their side there's this big neon sign pointing to it, is that it doesn't have to be obvious. It physically shows people that even though they know there is a gun on the model, they aren't able to identify where it is because of the way it's purposefully disguised," Suffecool explained.

And you want to show your customers that your retail store is the best supplier for their concealability options.

THE MODELS

A lot of people tend to think a fashion show is targeted at women only. Suffecool said her first one was just for women, but then men let her know they were also interested in the subject. Ever since then, every show has been unisex.

Suffecool advises it's best to have "gun people" model rather than to try to have models become "gun people."

"For a gun person, flagging the audience, even if it's a blue gun, is offensive," she noted. "Models are trying so hard to think about how they walk, how they look, where they stand, all that kind of stuff, and so they're not paying attention to the muzzle of a gun. Teaching a gun person to model is just easier."

Next, she advises looking to your customer base for models. Invite the people who are the most friendly or the most popular in your community. If you have groups who come to shoot at your facility, you can choose your models out of those groups because they will bring all their friends.

If you've got a comedian or a big personality, put them in the show. If you've got somebody who's really popular put them in the show. Invite the mayor, invite the county commissioner, invite people who know people.

Your volunteer models can post on

their social media and say, "Hey, I'm modeling next month! Who's coming?" People will come to see the people they know.

"The model will bring you a good portion of the audience," advised Suffecool.

Everyone cheers for the volunteer models because they want their friends and relatives to be successful.

PUTTING IT ALL TOGETHER

The Guns & Holsters

Now, determine which of the products in your store to showcase. Maybe you have enough, maybe you'd like to add more. You could ask some of your staff, your friends or even your customers if they have some products you could utilize.

As for the guns, Suffecool only utilizes blue guns, no real guns, during the shows.

"It just makes it so much easier; there's no chance someone will feel uncomfortable. I encourage the models to only draw the blue gun about 3/4 of the way out. The audience can see it's a gun and where it is. It also helps the model to reholster without looking like they're fumbling around with it. And because that last inch of the muzzle isn't fully out, it goes right back in the holster easily."

The Music

"You can use any music you want just as long as it has a good back beat that people can walk to. Again, you want it fun so you're looking for kind of peppy and energetic — that kind of mood," Suffecool said.

The Program

Suffecool makes a simple program using thumbnail pictures and a short description. If everything is in your store, you can just state so. If it's not, you want to be able to note it's available to be ordered.

For instance, if it's something that comes with a lot of options such as a Gun Tote'n Mamas purse and you can't stock them all, you're going to showcase a couple of them. Then in the program, you can state that the purses are available in the store or can be ordered and received quickly.

Be sure to have everything numbered so guests can match up the model and the item in the program.

The Show

Suffecool's events typically run about an hour, but for the show itself, she suggests no longer than 20–25 minutes. You can either set up a raised runway for models to walk down, or more simply, have them walk between tables.

When using this style, have the models stop and show the carry method about four times. So, you'll read the script for them, send them on their way and then you'll pause until they get to the first stop. When they are starting around the bend for the second stop, start another model.

Avoid too much time between models because the audience won't like waiting. Each model typically shows two items if they have enough time to change. You don't want less than a dozen models because they won't have time to run back and change in between.

Remember, the small details really do make a difference.

The Finale

At the end of the show, have the models come back out in their last outfit for a finale. Have them interact with the guests so people can ask them about the holsters. You can also have them mingle before the show wearing one of the items, and then wearing the other item after the show.

The Cost

It's up to you, of course, but Suffecool suggests picking a charity and charging a nominal fee to go toward supporting the charity. (If it's a local charity, it could drive further localized interest.)

MAKE IT FUN

The most important aspect (next to safe gun handling, which can make or break the show) is making it fun.

Suffecool said, "Market it as a fun evening out. I had male models carry a man purse and the first thing they pulled out of it was a sandwich and

the audience laughed hysterically. Then add little kids and their parents and that's more humor. I actually had one girl bring her dog because she walks dogs, so she modeled how she carries. She and her dog, Buddy, went downstage while she was wearing a dress and sandals and the dog was on his leash and yet she still managed to access her gun. People loved it."

Keeping the audience on their toes is key, Suffecool shared.

"The thing is, the audience loves the unexpected and they're coming to learn something and to have a good time so it just all puts it together. It's a serious topic and you have to be safe — but you don't have to be all serious. People are looking for a good time," smiles Suffecool.

If you are interested in holding a concealed carry fashion show at your store but still have questions, Suffecool welcomes them through her Facebook page, Realize Fashion Shows. **81**



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Top-Tier Partners

Dealers Rate Favorite Handgun Makers



GLOCK 47 MOS

When it comes to performance and post-sale satisfaction, Sprague's Sports' Frank Hansen says, "GLOCKS hardly ever have returns." He also earmarked S&W, SIG, Colt and Browning. (Image: GLOCK Inc.)

By Tim Barker

Gun stores have no shortage of manufacturers to choose from when deciding which pistols and revolvers to order and display for customers.

As with anything else in life, some are better than others, offering products or services that move them ahead of competitors. Some do a better job of communicating with dealers or going the extra mile for a big promotional weekend.

To get a sense of the current market, we talked with three stores spread across the country.

Our panelists: Kurt Davis, one of the owners of Accuracy Firearms in Effingham, Ill.; Ben Romanoff, owner of Ace Sporting Goods in Washington, Pa.; and Frank Hansen, manager at Sprague's Sports in Yuma, Ariz.

(Answers have been edited for brevity.)

SI: Which manufacturers do you most like working with and why?

Davis: Smith & Wesson is probably one of the easiest companies to work with. Being in a buyer group and having sales reps who are dedicated to us makes it easier for ordering. If we have an issue, or we accidentally order the wrong gun, it's easy to get the problem resolved. Also, during hard times, like COVID, when my store was barren, I could always count on Smith & Wesson to get guns.

Romanoff: In terms of dealer support, it would be Smith & Wesson, Ruger and then Springfield Armory. We've had a long relationship, especially with Smith and Ruger, and they've supported us, and we appreciate everything they do for us.

Hansen: The companies that support us the most are going to be Ruger, Smith & Wesson, SIG SAUER and Springfield Armory. It's their range programs, co-op programs, promotions and timeliness at getting us information about new products. When those new products are launched, they make sure we're receiving them early and getting them on order.

SI: Can you talk about the importance of relationships between your store and the manufacturers?

Davis: I think it's imperative. I order more from companies that have reps who take the time to come to my store — whether they just intermittently swing by, they schedule appointments or come in during show times. There are thousands of companies that want your business, but the ones who get

the most attention are the ones who give me the attention. I get hundreds of emails, but if somebody actually takes the time to come sit down with me, it makes the process much easier. And I'm more apt to buy from those companies.

Romanoff: It's the most important thing, especially when it comes to new products. A lot of manufacturers have made changes where they're homing in on their top-level dealers, and they're working on getting those products to them ahead of time.

“There are thousands of companies that want your business, but the ones who get the most attention are the ones who give me the attention.”

KURT DAVIS
Co-Owner
Accuracy Firearms
Effingham, Ill.

Hansen: This industry is entirely relationship-based. It makes a big difference with the allocation of products. Communication is important. It helps us to be better prepared for what's new and what's hot, and helps us with moving products that aren't hot anymore.

SI: Which brands are the most trouble-free, in terms of customer complaints or returns?

Davis: GLOCK and Smith & Wesson. I rarely have to do anything with those.

They just work and if they do fail in some manner, we usually have the parts on hand to just fix them if the customer comes in. Another one is Walther. We've had Walther rental guns in our range program that had 10,000 plus rounds, with very few, if any failures. With Ruger, we've had some dealings with them on their customer service side of the house and they're phenomenal. We've never had an issue getting a part or sending a gun back for a repair.

Romanoff: SIG and Kimber are at the top of our list of not being problematic.

Hansen: GLOCKS hardly ever have returns. Smith & Wesson, SIG, Colt and Browning have very few returns.

SI: Which of the manufacturers are most willing to come out for promotional events at your store? What sort of support do you receive?

Davis: We only do two big promotions a year. One is in August, which is really tough for a lot of the manufacturers because they're already starting their prep for the fall shows. We've had Staccato come and do a couple of promos at our store and they did a phenomenal job.

They'll bring swag, but it's also nice having somebody there from the company who can speak directly to the customer and tell them all the ins and outs of their guns. I think the customers value their opinion because it's direct from the manufacturer.

Romanoff: Once again, Smith & Wesson and Ruger. Springfield has been out and GLOCK has been supportive as well. You know, it's impressive whenever you get somebody like a Smith or Ruger rep who will show customers whatever they want to see, regardless of the brand. They're here supporting the store. They help us with giveaways — including swag and firearms — and advertising and promotions.

Hansen: Ruger and Smith & Wesson. Typically, they'll provide promotional money and things we can use for advertising, either in free goods or free products. They'll often come down and work a weekend or two. It makes a big difference. We'll advertise that the rep will be on hand and people will come in looking specifically to talk to them.

"I would prefer to see manufacturers focus on something that wouldn't capitalize on retailers' bread and butter. Those add-on sales are higher margin and critical to keeping our doors open."

FRANK HANSEN
Sprague's Sports
Yuma, Ariz.

SI: Are there any dealer education or rewards programs you find most valuable in terms of helping you sell handguns?

Davis: ExpertVoice is an education program a lot of companies use. I know Beretta was using them for a while. It's great for educating your employees. A lot of times the employees enjoy it because if they take the training, they get rewarded with a discount or a deal on a gun. I think the biggest thing is having



Kurt Davis with a S&W Model 686 (L-Frame, 6" barrel). He highlighted GLOCK, S&W, Walther and Ruger as being phenomenal business partners.

a consistent rep. There are a couple of gun companies that change reps almost on a yearly basis. It's pretty frustrating. I probably have 40 or 50 reps. With the reps I've had for years, I know how to contact them. I probably have their cell number. So, all it takes is a quick text when I need something fast.

Romanoff: Springfield's support and reward programs are second to none. It's really easy for our sales guys to upload their information and see what's available to them. Smith & Wesson has theirs, and SIG has a good reward program. It's easy to use and they deliver quickly. The whole idea is that these manufacturers want our guys to earn these guns, put them on their hips and use them so they can talk about them with customers.

Hansen: We get a lot of participation in the SIG program. Smith & Wesson has one that's been fairly good. Some of our guys are also taking advantage of FN's program. They encourage them to make sales and to get one of the guns. Once they have one, they're selling it even more. It kind of snowballs and builds.

SI: Are there any wholesalers or sales rep groups that have been helpful with sales?

Davis: Our buy group (Worldwide Buying Group) is always working to find exclusive products and deals on buying certain items in bulk. Buy groups are pretty amazing. We weren't in a buy group for a long time and we got in roughly four years ago. It's been extremely rewarding in some

of the stuff the buy groups do for you.

Romanoff: We're part of a buyer group (Sports Inc.). We've been a member for 20+ years. You're part of a conglomerate, so there's a better price when you buy directly from the manufacturer.

Hansen: We have a fantastic relationship with the folks at Davidson's, and they tie into Ruger as well. A lot of them are very useful to deal with on a daily basis, but I would say Davidson's goes above and beyond. They're very prone to participate in programs and have specials and things they offer to us. If we have a sale coming up, they'll make sure we have an allocation of products to back up that sale.

SI: Is there anything you would like to see from manufacturers, in terms of dealer support?

Davis: I know it's hard these days

to keep employees, but consistency in sales reps and reps reaching out personally, not just through email. One of the things we try to do in our business is provide a service for our customers. The gun industry needs to do the same thing.

I would also like to see, from the manufacturing side, a condensing of SKUs. If you've got something older or out of date, remove it from your purchasing sheet. Manufacturing consistency would be nice as well. There are several companies out there that take a year or two after receiving an order. It's tough to run a business when you don't know when you're going to get products.

Romanoff: Some smaller manufacturers need to work on their support and realize it's where the rubber meets the road. If we have to send a gun back and we get bad treatment from them, I don't forget that kind of stuff. If they aren't there to support their product, it's kind of

hard for me to stand behind them and sell their product here.

There's always room for better communication. Smith & Wesson is very proactive when it comes to asking what's going on in the industry and looking for what's selling, what isn't selling and what they need to do better. Their communication with dealers is tops, in my opinion, because they're always talking to me.

Hansen: In recent years, manufacturers have promoted their firearms by giving away free goods, magazines and accessories, but those accessory sales are the lifeblood of the independent retailer.

So, whenever they're offering a magazine as a free good, they're taking away from our magazine sales. I would prefer to see manufacturers focus on something that wouldn't capitalize on retailers' bread and butter. Those add-on sales are higher margin and critical to keeping our doors open. **SI**



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BY BRIAN ARMSTRONG

TRAINING INFLUENCES

TECHNOLOGY, SAFETY & PSYCHOLOGY REVITALIZING SEGMENT

The landscape of firearm training is constantly evolving because of technological

advancements, changing societal dynamics and an ongoing attempt to increase safety and skill. As a firearms instructor and someone who covers related topics, I see the world around us influencing how training is being approached.

One size does not fit all! The trends

involve tailoring training programs to individual needs, whether it's a beginner seeking a good foundation or an advanced shooter aiming to expand their skill set. Focused training maximizes the value of practice by addressing specific challenges people face.

INTERACTIVE SIMULATIONS

Interactive or video-based simulations have emerged as a leading trend in firearm training. These systems test a person's judgment, situational awareness and marksmanship.

Lake Highlands Shooting Center in Dallas has a MILO system I spent some time on recently with a long list of simulations ranging from



HIGHLIGHTING THE 'CRITICAL THINKING' ASPECT OF SCENARIO-BASED TRAINING SHOULD BE IN EVERY GUN OWNER'S TOOLBOX."

Dave Weiner, CEO
Secure Measures

home invasions to active shooter situations. Some companies like MILO will even create interactions tailored to your specific needs. Software and applications are available in all price ranges, making interactive simulations a market that's easier to get into than it used to be.

Amanda Williams, cognitive division manager from MILO, said, "You can add a simulator to aid in a concealed carry class (CCL) or other safety training courses. Ranges can create fun events, such as a zombie night, where people get to shoot different zombie scenarios. There are many ways to get creative and use the system. For example, self-defense, CCL, marksmanship, active-threat response, etc."

Scenario-based simulation training helps fill the gap between basic knowledge and real-world application.

FOCUS ON MENTAL PREPAREDNESS

Beyond mastering mechanics, firearm training is now emphasizing mental readiness. The latest trend underscores the significance of mental conditioning, which prepares individuals to remain composed and decisive in high-stress situations. Most people coming in for training have never experienced a life-and-death situation. Sometimes, instructors forget this and talk over the student's head.

Dave Weiner, CEO of Secure Measures, said, "Highlighting the 'critical thinking' aspect of scenario-based training should be in every gun owner's toolbox. Most gun owners/CCW holder folks out there have never had to deploy their firearm under incredibly stressful situations, and you never know how you'll react/respond until you are put in that situation. This type of training is a real eye-opener."



ONE SIZE DOES NOT FIT ALL! THE TRENDS INVOLVE TAILORING TRAINING PROGRAMS TO INDIVIDUAL NEEDS, WHETHER IT'S A BEGINNER SEEKING A GOOD FOUNDATION OR AN ADVANCED SHOOTER AIMING TO EXPAND THEIR SKILL SET.

THE TOPICS HAVE EXPANDED

It's not all about firearms and shooting. Students now seek to develop skills like first aid, communication under stress and decision-making. It's about cultivating a well-rounded readiness that extends beyond the shooting range.

Timothy Miller, president of LionHeart International Services Group, said, "I think church and school security training is the most trending. Remember, training now includes many different topics, including mental illness, de-escalation, domestic issues, etc. — all



Hungry first-time gun owners, coupled with experienced enthusiasts seeking to sharpen their skills mean interest in training is on the rise. With more resources at their fingertips than ever before, your facility can stand out with competent, well-spoken and engaged instructors.

of which affect the churches and schools. In today's world, you *will* be held accountable for the training you provided to volunteers, teachers, etc., should an incident occur. Remember not only can the training save lives, but it can also provide civil support should an organization be sued."

NON-LETHAL TRAINING TOOLS

It's not all about bullets and brass anymore. Integrating non-lethal training tools such as airsoft guns, laser-based systems and simulation rounds is on the rise.

These alternatives offer a safe and cost-effective means to hone shooting skills while maintaining a more realistic approach to training. A simulation round can increase someone's stress level since getting hit by one can sting, which helps to make the experience more realistic.

TRAINING EQUIPMENT

Equipment trends are revolutionizing the training landscape. You can simulate real firearms in terms of weight, feel and even recoil. Some of these devices even fire non-lethal projectiles, like UTM rounds. They enable trainees to engage in realistic scenarios without the inherent risks of live-fire exercises. Training at home without a range is possible with a simple, inexpensive laser cartridge to see where your point of impact is on the target.

Couple those two things with a magazine that will reset the trigger, like the one made by TTRIGGER, and you have a complete dry-fire system to use at home or as an added aid in the classroom.

MantisX makes devices like the X10, which has a phone application capable of tracking all of your movements down to how you draw a firearm from the holster. The Blackbeard can be used with any AR-15-style rifle for realistic dry-fire training with an automatic trigger reset.

TRAINING IS ONLY AS GOOD AS THE INSTRUCTOR

Much of this training comes down to the instructor. I firmly believe the best way to learn *how* to do something is to first answer *why* you do something. A class taught by someone who explains the skills *and* why those skills work significantly affects the person's retention of what they've learned.

Another benefit is students who go to another instructor or class with a different approach can decide which method will work best for them.



I ALWAYS REMIND THE PEOPLE I TRAIN THE *HOW TO SHOOT* IS IMPORTANT, BUT THE *WHEN TO SHOOT* IS THE DIFFERENCE BETWEEN FREEDOM AND A LIFETIME IN PRISON."

**Timothy Miller, President
LionHeart International
Services Group**

Miller's philosophy (LionHeart) goes along with mine: "I believe in stressing to people the critical importance of good training when seconds count. I always remind the people I train the *how to shoot* is important, but the *when to shoot* is the difference between freedom and a lifetime in prison."

Miller continues, "The best way to train *when to shoot* is virtual training. It simply is the best way to train the judgment skills required. I think students will get excited *if* they experience a class run by a great trainer. Just the equipment alone isn't going to make the difference, but an approach with a good trainer will motivate them in a big way as they will see the *best* way to train for crisis."

MARKETING & GETTING STUDENTS TO RETURN

One of the most effective forms of advertising is a testimonial from individuals who have attended the training — so this is the perfect opportunity to ask them for a review or to post about their experience online.

Classes are excellent to market through social media because you can use short videos. Short videos 60 seconds or less typically perform the best, and you can then link them back to an extended version of a video with more detail. Many people don't know this, but you can even post a short video on a Google review. A written review helps rankings, but a video review is even better. The value of video in today's marketing is a subject all its own.

Williams from MILO reinforced this point, "If people can see it, they're interested in it right away. Social media, video and online advertising would be the best advertising method for commercial locations. The marketing content should focus on fun, skill-building and improvement."

People don't know what they don't know, and training is the opportunity



Dry-fire training has certainly picked up over the past couple years. The Mantis Blackbeard allows users to take up to 10 dry-fire shots per second, quickly resetting the hammer between each shot.

to show them the way. Weiner, from Secure Measures, and I talked about how most people have no idea what they are getting into if an emergency arises. While we can't go through

every possible outcome, we can help them understand what it is like to make a split-second decision.

He explained, "In doing scenario training the first time, there's a true

'aha!' moment from students who never really thought about what to do in certain situations that could happen. They leave knowing they have work to do to become more proficient and want to learn all they can. Plus, if you do it right and make it a positive learning experience for the student, they leave wanting more of it and will ultimately sign up for more training."

So, whether you're working with a seasoned shooter or someone new to the world of firearms, these trends offer new ways to enhance and improve someone's skills.

The field of firearms training is rapidly changing as professionals integrate technology, psychology and safety in ways that didn't use to be available.

These advances are influencing the future of firearms training, hopefully producing well-rounded and mentally ready firearm owners. **SI**

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POINTS OF SURPRISE!

By Hank Yacek

Last year, I wrote an article singing the praises of what a Point-Of-Sale (POS) system can do to elevate a business's

profits ("Point-Of-Sale Systems: They Got The Name Wrong!" April 2022).

I renamed the POS system a "Profit Optimization System" and dove into many facets of how the data it collects can make operating a store not only more efficient, but more profitable.

Since then, I've had numerous retailers approach me asking, "Going beyond the basic functionality of a POS, what else can the data tell me?" Glad you asked. Let's go beyond the basics and look at other ways data can help any store make better decisions in an unclear and difficult market economy.

POS & PAYROLL

How about we start with likely the second largest expense behind inventory — payroll.

You might ask, “How does a POS system help me with payroll?”

If you have been in business for even a short period of time, using monthly selling data along with employee productivity reports can help optimize the staffing schedule. Let’s get into our data and see how.

First, it’s critical we use historical data to give us a realistic estimation of how many sales we plan on having in the upcoming month. If we look at the same month in the prior year(s) we can use this as an estimate for the upcoming month’s sales volume.

Adjust to current market conditions — be it up or down — and you now have a fairly accurate estimate of how much business you plan to deliver on

“Ever considered sales data could help decide the marketing budget? Well, it most certainly can!”

for the next 30 or so days. Now take the sales team data and look at the average sales per hour per salesperson. If we plan to deliver \$80,000 in sales for the next 30 days and our average sales per hour have been around \$200, then we simply divide \$80,000 by \$200 to see if we will need coverage for 400 hours of sales coverage for this period.

We can dive even further and look at which days of the week see the most sales to schedule even more accurately. Based on our example, with 400 sales hours over 30 days, it means we need roughly two salespeople, on average, on the sales floor to cover these goals. If, however, we see that Monday through Wednesday are the slowest days and Saturday and Sunday are the busiest, we might only need to schedule one salesperson for the Monday through Wednesday time frame and have three



An elite POS system will unlock benefits across the board for your business — including improved efficiency with staffing, marketing budget help and more.

salespeople on Saturday and Sunday.

It's all too easy to just boilerplate the staffing schedule and later find yourself spending extra cash on payroll — only to have staff standing around doing nothing. Or worse yet, be understaffed and lose out on sales because the customer load cannot be accommodated.

POS & MARKETING

Let's take a sharp turn and look at another facet of how data can impact your business in unexpected ways. Ever considered sales data could help decide the marketing budget? Well, it most certainly can!

It's often good to set a genuine marketing budget for your store. Many stores simply come up with

“The data generated by a robust POS system can provide immensely valuable insights to help optimize any store.

some random amount of money they feel they're willing to spend on advertising their store.

What if instead, you let sales volume dictate the marketing budget? It's highly recommended a retailer set up a “percent of sales” they're willing to spend on marketing and advertising.

Whether it's 1%, 4%, 8% or whatever you feel the business can afford, use sales figures to dictate the budget. Say for example, the business generates \$1,000,000 in sales annually and a 2% budget is set. This means there would be an annual budget of \$20,000 for marketing. The trick here is as business improves, so will the marketing budget, and if those funds are being used effectively it will accelerate sales just like



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compounding interest boosts a bank account.

Bonus tip: Sales data can also be used to aggregate “sales by manufacturer” to chase down co-op marketing funds. Many, if not most, manufacturers will give extra marketing dollars to spend based on a percentage of sales you have generated within their brand.

Use these funds to offset your marketing spend, and consequently, keep more profits. Better yet, use them to create additional marketing opportunities to supercharge those marketing efforts.

POS & “SHRINK”

For the last glimpse into alternative ways to use POS data to benefit our stores, let’s look at an under-utilized facet of data that can help us visualize a very unpleasant

aspect of every business: theft (sometimes called “shrink”).

By regularly checking the in-house inventory position and comparing it to what the POS system says we should have on hand, it can help us see patterns of loss in our business. When we ultimately get a variance report from an inventory audit, we can look for patterns in the data.

Do we see missing items all coming from the same location in the store? This might be a strong indicator we need a security camera in this area or to at least consider shifting around the locations of product displays to minimize these theft zones. If on the other hand, the missing items are mostly high-end items, maybe we have an employee theft issue.

Even more innocently, if we see the missing inventory list indicates a lot of ammunition is leaving the

store unaccounted for it might be something as simple as employees are using “free ammo” as a negotiation tool to sweeten a deal for a customer but not logging it out correctly. These are all issues that would need to be addressed to optimize your business, establish expectations or highlight staffing issues.

POS & VALUE

All in all, the data generated by a robust POS system can provide immensely valuable insights to help optimize any store, retain more profits and ultimately grant you far more control of the destiny of your business. The key here is to regularly use the data already being collected to its best effect and get the maximum value out of your POS system! **SI**





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GUNSMITH IN THE HOUSE!

BY BRYAN HENDRICKS

A resident gunsmith attracts new customers and galvanizes customer loyalty, but retailers follow their instincts to market their gunsmithing services.

Gene Kelly, owner of the American Gunsmithing Institute, says there's no doubt a resident gunsmith is a marketable asset for a firearms retailer. A gunsmith who does quality work and completes jobs in a timely manner adds value to a store and ultimately helps a retailer move more product.

"People trade phone numbers of good gunsmiths like market analysts trade stock tips," Kelly stated. "Once word gets out a guy is a competent gunsmith, it can happen quickly. If a gun shop owner is smart, he's going to market it. He's going to send a notice to his customer list. This is his

pedigree.' If he's trained by AGI, you'll highlight it. He specializes in X, Y and Z and you'll get your firearms quickly."

Marketing is essential, but there is no standard marketing method among retailers. Even though the firearms industry has discovered the marketing power of the internet and social media, many retailers still rely — very successfully — on word of mouth to promote their gunsmith services.

REPUTATION IS KEY

Matt Perry, owner of Buckhorn Gun Shop in Meridian, Idaho, shared that reputation carries a

lot more clout than advertising for gunsmith services. If your 'smith is good, word of mouth will bring in as much work as he can handle. It works the other way, too, and no amount of advertising can polish a tarnished gunsmith. Either way, the gunsmith carries a store's reputation on his shoulders.

"Gunsmiths are a brand unto themselves," Perry remarked. "Either you're good at it or you're not, and if not you're not, you won't be in business very long."

Perry has owned his shop for 22 years; gunsmithing accounts for about 20% of his business. He employs two gunsmiths to perform trigger upgrades or adjustments, install accuracy-enhancing components, thread barrels for suppressor installation, install muzzle brakes and glass bed rifle actions.

"They might bring in a brand-new gun to us they bought at Bass Pro Shops or Cabela's they've never fired," Perry said. "We don't have to advertise too much. The thing about gunsmiths is if they're not any good, they're not going stick around. It's like a good restaurant. They don't have to advertise or be right on 'Main Street.' I don't have to advertise. Gun repairs walk in my door every day just by word of mouth."

For Perry, word of mouth has an amplifier. Buckhorn's gunsmith is widely known as an expert on Colt Single Action Army revolvers. A well-known firearms journalist in the area frequently mentions Buckhorn Gun Shop in national articles about the subject, which brings in business from around the country.

"I've got a customer in Maine who came to me through one of his articles," Perry recalled. "He told me if we're good enough for John, we're good enough for him."

SOCIAL CLUBS

Like Perry, Sean Dunaway, owner of Dunaway Custom Arms in Forest Lake, Minn., contends word of mouth is the most powerful voice for his



A gunsmith who does quality work and completes jobs in a timely manner adds value to a store and ultimately helps a retailer move more product.

shop's gunsmith services. Unlike Perry, Dunaway believes social media is a powerful marketing vehicle. He maintains a prominent presence on popular social media platforms by frequently posting items about gunsmithing topics.

"We try to do several posts a week," he noted. "I don't like to go overboard with it. In our industry, we get a lot of social media from other businesses, and some of it is way too

much. We just try to get people to interact. If we just built a custom rifle or re-barreled a rifle, we throw out the information about it and then ask something like, 'So, if this was your project, what caliber would you lean toward?' Getting interaction is what grows the posts and keeps people visiting."

The downside to social media is the ability of trolls and cranks to corrupt or hijack threads. Likewise, a rude response can reflect badly on the business.

"We just keep it positive," Dunaway stated. "We give them a respectful, positive message in response to their question. We hide posts that don't stay on topic."

Dunaway also uses social media to encourage hunters to bring their guns in for service leading up to major hunting seasons. It is a subtle way of promoting and building enthusiasm for hunting, translating into commerce.

"I always try to remind the customers what seasons are coming up to get them thinking about it, especially as far as the gunsmithing aspect is concerned," he shared. "We encourage them to get their guns in early before we get a big pile we can't turn around quickly. If we spread it out, it always works better, and we



Appealing to the DIY/gunsmith segment of your consumers, XS Sights' Inline Rear Sight Tools for GLOCK pistols reduces installation force by 50%.

have happier customers.”

While traditional-style firearms and shotguns often require the services of a gunsmith, people who own modern sporting rifles are fond of customizing their guns themselves. Dunaway said do-it-yourself clinics for this segment of his clientele aren't convenient. He doesn't have the space for this kind of activity and his staff doesn't have the time.

“I've seen a lot of places that offered build classes, but I never got into it. We don't have a space where we can throw six to eight people in with benches and stuff to make it a good experience,” he explained. “If we had the space, I might consider it — possibly.”

SCATTERSHOOTING

Dallas Kaufman, owner of JLM Shooters Supply in Urbandale, Iowa, uses every means available to market his gunsmithing services. He does weekly segments on



A gunsmith has the knowledge and awareness to identify more serious problems with non-functional firearms to a customer. This can protect a store owner from liability issues that might arise from undetected flaws — such as broken safeties — a customer might blame on a store owner.

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multiple outdoor radio programs, and he advertises in several print publications distributed in local grocery stores. He sponsors hole cards at several golf courses and he posts a blog.

All of those elements drive business to a degree, but like the other dealers quoted here, word of mouth still conveys the most credibility.

"We've been an active shop in the Des Moines area since 1989 and we've built a name for ourselves," Kaufman said. "People come in here from all over the state."

Most of Kaufman's marketing efforts are passive. He avoids social media because the amount of time it takes to feed the machine does not reciprocate an equal amount of business.

"We do not do social media," Kaufman stated. "It's one of those things that's just another pain in the rear to deal with. We stay busy enough without it."

Maintaining a presence on media that is notoriously unfriendly to the shooting community is also challenging. Kaufman's Facebook page, for example, had 6,000 followers before Facebook shut it down.

Kaufman acknowledges the potential of DIY build classes for modern sporting rifles, but he feels it also falls into the "PITA" category. A build project can easily turn into a manufacturing project that can produce red tape and create a potential existential crisis.

"We would not have build classes," he informed. "There's a lot of gray area with it with the ATF. They have been cracking down on assembling ARs. If somebody brought me a stripped lower, I'd have to have a manufacturer's license to do it. Then I have got to engrave it with our name and give it a unique serial number. Within 24 hours, I have to notify ATF because now I've got a gun with a new and

unique serial number, and also the owner has to do the paperwork a second time."

Traditional firearms generate enough work for many retailers to spurn the AR-15 build arena, and there are a lot of ways to attract gunsmith business. Over time, retailers have refined the methods that work best for them. **SI**

Editor's Note: This is part two of a three-part series on adding a gunsmithing segment to your business. Next month, Bryan Hendricks concludes by answering the million-dollar question: Can gunsmithing be profitable for your business? Have a reaction to this story? Contact us anytime: editor@shootingindustry.com.

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By Jenna Buckley



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Bushnell's **BONE COLLECTOR 1000** and **BONE COLLECTOR 1800** laser rangefinders feature a fully multi-coated, all-glass optical system, fast-focus eyepiece and Scan Mode, plus ARC technology and long distance ranging to 1,000 yards with +/- 1-yard accuracy. The 1000 model boasts a one-button design for easy operation along with ergonomic housing for added stability and comfort. The Bone Collector 1800's ranging capability is 1,800 yards with +/- 1-yard accuracy and it has a built-in Applied Ballistics Ultralight engine. The onboard ballistic software offers shooting solutions out to 800 yards and is easy to setup through the Bushnell Ballistic app powered via Bluetooth. The Bone Collector 1800 also features Brush and Bullseye modes.

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MKS Supply, the exclusive distributor of Hi-Point Firearms, introduces the **HI-POINT YC9 9MM**. The "Yeet Cannon 9" (YC9) has a 4.12" barrel with 1/2-28 threading and a 10-round capacity. Other features include a GLOCK-style replaceable front sight, new stylized grips, backstrap safety, reversible backstrap, adaptable for mounting a red dot plate and a proprietary double- to single-stack magazine. The YC9 is offered in all black, with and without the threaded barrel, and a model with "YEET CANNON" engraved on the slide. It weighs 34.2 oz., unloaded, and is +P rated for use with FMJ ammo as well as self-defense rounds.



SK GUNS

(844) 475-4867
skguns.com

SK Guns introduces the **ALACRÁN**, the second production in The Untamed series. This exclusive production run consists of only 200 Colt 1911 full-size Government models pistols chambered in .38 Super, each meticulously crafted to embody the essence of the scorpion. The pistol showcases a semi-polished stainless finish on the slide and frame flats, adorned with selective 24k gold controls. Each pistol features a special engraved edition number, making it a truly unique collector's item. The custom engraved scroll pattern resembles the intricate design of a scorpion's stinger, while the top of the slide depicts a "super" scorpion in 24k gold. Beechwood grips complement the 24k gold Colt Rampart.

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(855) 873-5765
cascademountaintech.com

The **ADVENTURE PACK BLANKET** from Cascade Mountain Tech is ideal for outdoor adventures at the park, the beach or music festival. The machine washable, water-resistant blanket features integrated security loops, reflective piping, durable ripstop nylon material and packs down into the included carry stuff sack for easy transport.

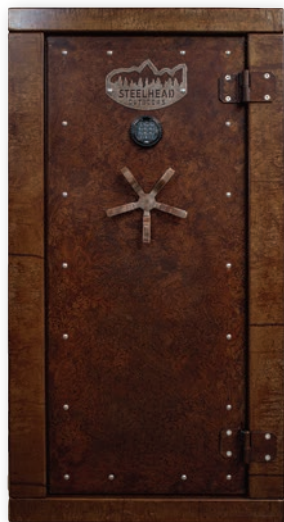


ERGO GRIPS

(877) 281-3783
ergogrips.net

The **ERGO O-GRIP GEN 2** shares similarities with the company's TDX-O grip featuring a zero angle, but with a more compact grip surface compared to the tactical deluxe series. Embracing a circular rigid grip design, this updated version also includes a threaded grip cavity, allowing for secure storage of spare batteries or small parts with ERGO's innovative 4115 plug. The threaded plug ensures increased security during recoil and adverse conditions. Just like the original O-Grip, the GEN 2 comes equipped with built-in channels to accommodate various grip bands, enabling users to tailor the texture and traction.





NOMAD 32

STEELHEAD OUTDOORS

(612) 326-4244
steelheadoutdoors.com

Steelhead Outdoors expands its premium modular gun safe series with the **RUSTIC NOMAD 32** and the **RECON 32**. Depending on the adjustable interior configuration, the safes can store 8–19 long guns. Both models boast double-wall construction with 12-gauge welded, powder-coated exterior panels and 20-gauge interior panels, along with a 7-gauge plate door (3/16"). The ceramic fire insulation is rated to withstand temperatures of up to 2,300°, ensuring optimal security for precious firearms. The safes are available with either the group II S&G Titan direct-drive electronic keypad for rapid access or the group II dial lock for battery-less mechanical dependability.



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The Rossi **BRAWLER** boasts a unique combination of power and precision, offering shooters the choice between two popular calibers: .410 Bore and .45 Long Colt. Its hammer-fired, break-action, single-shot mechanism design enhances reliability and simplifies operation, making it ideal for experienced shooters and beginners alike. The break-action system allows for quick and easy reloading and minimal downtime during shooting sessions. The Picatinny rail has a built-in rear sight and the ergonomic grip absorbs recoil. The Brawler wears a black oxide finish for a striking look and enhanced corrosion resistance.



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The **BEAR SWIPE IV** folding knife is an assisted-opening tactical knife from Bear OPS that boasts a modified drop-point blade forged from 14C28N Sandvik steel. The assisted-opening mechanism and thumb studs provide swift and easy access to the blade, and the frame lock mechanism guarantees the blade remains locked open with every deployment. The ergonomic black and green G10 handle resists daily wear and provides a secure and comfortable grip for optimal control. Minimum snag points, Torx screws and a stainless steel insert along with a robust pocket clip are among the additional features offered. OAL is 7.5" (4.25" closed) and it weighs 3.7 oz.



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(800) 851-4373
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Zanders announces an exclusive **CVA CASCADE** rifle in a 350 Legend caliber and .450 Bushmaster, both of which are offered in a Bronze Cerakote finish or Realtree Escape camo pattern. The rifle's bolt design incorporates a 70° throw for smooth and fast operation. The two-position safety is conveniently located for natural and instantaneous operation. Loading the rifle is simple with its four-round, flush-fit detachable magazine. The stock is fiberglass reinforced and has a SoftTouch finish. The buttstock has adjustable LOP by way of a removable spacer – making the CASCADE an ideal gun for still growing youths or small-statured adults. The rifle also comes with dual front swivel studs, allowing for the use of both a sling and a bipod at the same time.

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NEW PRODUCTS

MISSION FIRST TACTICAL

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From Mission First Tactical, the **ACHRO 30L BACKPACK** boasts a dedicated firearm pocket coupled with the MFT Multi Mount Platform. The main compartment is accessed through the large, full-panel zipper that reveals stretch storage pockets for organization. External details include a micro-fleece-lined sunglasses pocket, secondary admin storage and space for a large laptop. The padded and ventilated back panel has a specialized lumbar segment for optional aftermarket hip belts, and the fully adjustable padded shoulder harness and removable sternum strap make the Achro 30L comfortable to carry. The stretch-mesh exterior pocket accommodates a 32 oz. bottle, while laser-cut MOLLE offers expansion possibilities.



CROSSBREED HOLSTERS

(888) 732-5011
crossbreedholsters.com

CrossBreed Holsters teamed up with Lena Miculek to develop the **ROSE BY SIG SAUER MODEL MODULAR HOLSTER** holster series for the SIG SAUER P365-380 ROSE and P365-XL Comp ROSE. Featuring high-grade Kydex that is hand-molded to fit the P365 and P365-XL platforms, a multi-application hook-and-loop backing, and a one-of-a-kind design, the ROSE by SIG SAUER model Modular Holster delivers durability, versatility and style. It can easily be attached, positioned and re-positioned to any platform equipped with hook-and-loop, such as fanny packs, backpacks, sling bags or the wide variety of other off-body carry solutions like CrossBreed's Belly Band 2.0, Bedside Backup, Pac Mat and Purse Defender.

Continued from p. 46

something one of the president's key voting constituencies has demanded since he first took office," he said.

Keane also pointed out some irony surrounding the creation of this federal office. In the run-up to the 2000 presidential election, leaked quotes from an executive during a closed-door NRA

meeting that praised the opportunity to work with a pro-gun president led to anti-gun groups vehemently attacking candidate George W. Bush.

"Fast-forward two decades and President Biden and the same early gun control proponents of yore are openly celebrating the announcement, that yes, there will be an official federal office, and yes, it will openly and proudly

coordinate with the most activist gun control organizations in the country," Keane noted.

The creation of this office represents the latest in a long string of anti-gun salvos from the White House during the president's first 1,000 days.

If you can believe it, there are now less than 400 days to go until Election Day 2024 ... time to buckle up indeed.

NSSF'S FIRST SHOTS REVAMPS ONLINE RESOURCES

NSSF announced its First Shots program has posted new online resources for ranges and customers — including new promotional videos and Spanish-language instructional materials.

Ranges that host First Shots are encouraged to use a new 90-second customer-facing video to promote their classes to those who want to learn more about firearm ownership and target shooting, or those who want a refresher course on safely using firearms and how to enjoy the shooting sports. A 30-second promotional video is also available.

Spanish-language materials are now accessible to ranges for use by Spanish-speaking customers enrolled in First Shots classes.

"By creating these new First Shots



First Shots has new promo videos to be used in-store, as well as Spanish-language resources.

resources, NSSF has responded to requests from its host ranges for educational materials to meet the demand they're seeing from their growing base of Hispanic-American customers," said Zach Snow, director, NSSF membership development.

Ranges now have access to the Intro to Handgun slide deck in Spanish through the First Shots host portal and can request printed handbooks in

Spanish for their future events.

"We're thrilled to be able to partner with NSSF to offer Spanish First Shots classes to our customers," said Tracy Fornwalt, owner of Morr Indoor Range & Training Center in Lancaster, Pa., and Shoot Indoors in King of Prussia, Pa. "We plan to roll out these new resources to improve our customer experience in the coming months."

[/nssf.org/firstshots](https://nssf.org/firstshots)

HAVA HOSTS SECOND PNW EVENT

Honored American Veterans Afield (HAVA) recently held its second annual event at the Tacoma Sportsman's Club in Puyallup, Wash. Eighty-four attendees enjoyed participating in a variety of shooting events including crossbow, trap shooting, lever-action rifles, semi-auto pistols and single-action revolvers. These activities were safely managed by a cadre of HAVA volunteers from all over the U.S.

"This annual event is a collaborative effort from the outdoor industry to support disabled veterans and honor their families for their sacrifice," said Tom Taylor, HAVA chairman. "The event offers a welcoming environment for all participants and the opportunity



The novelty of shooting a single-action revolver was a hit for attendees of this year's HAVA event in the Pacific Northwest.

to connect with other veterans from multiple branches of the U.S. armed forces. We are honored to support these great Americans on behalf of the entire industry."

One of the women veteran attendees said, "I have a severe back injury and can't shoot firearms without assistance. This event was great because I miss shooting and the HAVA staff really helped me shoot and learn something new. I particularly liked the single-action

revolver, as I had never fired one of those before."

HAVA is a 501(c)(3) organization formed by companies in the shooting and outdoor industry with the purpose of raising awareness and further assisting disabled veterans with their healing process through guided hunts, shooting events and other outdoor sports activities. [/honoredveterans.org](https://honoredveterans.org)



LATEST WHITE HOUSE SALVO: THREAT OR NUISANCE?

BY JADE MOLDAE

Election Day 2024 is in just 13 months. Amidst all the uncertainties we're facing, there are two things we can count on: One, it's going to be a rollercoaster with unexpected drops and sudden twists and turns; two, gun rights are absolutely going to be on the ballot — again. Time to buckle up.

With the creation of the "White House Office of Gun Violence Prevention" in late September, President Biden has further bureaucratized his approach to governance. His anti-gun agenda is stalled in a divided Congress, and anti-gun groups have grown increasingly vocal with their dissatisfaction in the effectiveness of his administration to curb gun rights.

This new office — created to "end the scourge of gun violence in America" — will be overseen by Vice President Kamala Harris and directed by Stefanie Feldman (longtime policy advisor to Biden). Additionally, Greg Jackson (Community Justice Action Fund executive director) and Rob Wilcox (Everytown for Gun Safety senior director for federal government affairs) were appointed to serve as deputy directors.

Officials at March For Our Lives lauded the creation of this office.

"We've called for this office for so many years because we know it will be

a critical tool in our toolbox to end gun violence," said Natalie Fall, March For Our Lives executive director.

4 AREAS OF FOCUS

At the unveiling of this office Sept. 22, the president revealed it will have four areas of focus:

1. Expedite the implementation of the Bipartisan Safer Communities Act. ("And I mean it: We're going to fully implement it," the president commented.)
2. Provide a FEMA-like approach to support communities impacted by tragedies. ("Shootings are the ultimate 'superstorm,' ripping through communities," the president said.)
3. Identify "new" executive actions to "reduce gun violence" — which means there will be additional legislation through the executive branch.
4. Pursue new partnerships with states and cities to "strengthen laws and give us more hope."

In short, this new office will be actively working in concert with the Biden Administration in curbing gun owners' rights. And, no surprise, the president reaffirmed one of his ultimate goals during this announcement.

"We're not stopping here. I'll say it again. I'm not going to be quiet until we get it done: It's time again to ban assault weapons and high-capacity magazines," he said.

THREAT OR NUISANCE?

It's a little too early to tell whether or not the creation of this office represents a significant threat or will serve as more of a nuisance.

However, there's no question another line in the sand has been drawn — the Biden-Harris administration has an unabashed ambition to cripple our industry.

“

There's no question another line in the sand has been drawn — the Biden-Harris administration has an unabashed ambition to cripple our industry.

Following the announcement of this office, Alan Gottlieb, chairman of the 650,000-member Citizens Committee for the Right to Keep and Bear Arms (CCRKBA), released the following statement, in part:

"I am appalled Joe Biden is putting the gun prohibition lobby on the White House payroll. I know many pro-gun rights members of Congress are working on legislation to prohibit funding for this obnoxious scheme."

Coincidentally, the unveiling of this office came just ahead of the 38th annual Gun Rights Policy Conference, which is co-sponsored by the CCRKBA and Second Amendment Foundation.

"As if we don't already have a full agenda thanks to his anti-gun-rights policies, Joe Biden definitely is giving us something else to discuss this weekend," Gottlieb said on the eve of the conference.

Larry Keane, NSSF general counsel and SVP for government and public affairs, surmised the creation of this office was formed more out of weakness, rather than a position of strength.

"The president is so desperate to generate some kind of excitement he caved to their demands ... [it's]

Continued on p. 45

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Glade Ridd, Sandy, UT

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David Johnson, Johnson Gunsmithing LLC, Athens, AL

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