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2024 NEW PRODUCT  
SHOWCASE – PART 1

# SHOOTING INDUSTRY®

THE INDUSTRY'S BUSINESS MAGAZINE — EST. 1955

\$5 | DECEMBER 2023

**2024**  
NEW BUSINESS  
YEAR EDITION

**6 Things We**  
Learned From **2023**

**EVOLVING ROLES**  
**AT RETAIL**

**SHOT SHOW**  
**2024 PREVIEW**  
+ 7 Trade Show Tips

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SHOOTING INDUSTRY® (ISSN 0037-4148) is published monthly by Publishers' Development Corporation at 225 W. Valley Pkwy., Ste. 100, Escondido, CA 92025. Periodical Class Postage paid at San Diego, CA 92128, and at additional mailing offices. Subscription \$50 yearly in U.S.A. Single copies \$5. Change of address: Four weeks notice required on all changes. Send old address as well as new. POSTMASTER: Send address changes to: SHOOTING INDUSTRY® P.O. Box 462315, Escondido, CA 92046-9902. PRINTING SERVICES/PREPRESS: Democrat Printing Company. CONTRIBUTORS submitting manuscripts, photographs or drawings, do so at their own risk. Material cannot be returned unless accompanied by sufficient postage. PAYMENT will be made at rates current at time of publication and will cover reproduction in any or all of the editions of SHOOTING INDUSTRY®. OPINIONS expressed in bylined articles or columns are those of the author and do not necessarily reflect the views of the magazine or its staff. Copyright© 2023 by Publishers' Development Corporation. All rights reserved. Reproduction or use of any portion of this magazine without written permission is prohibited.



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## Meet Customers Where They Are

**I**t seems every few months — or weeks — something happens that causes a significant stir in the market, often throwing a wrench in long-term business planning. Amidst the chaos, however, there is a constant: consumer expectations.

Today's consumer desires value, is more prone to buy online and will shop where they feel welcome. Those retailers who adapt to the demands of the market and make themselves easier to do business with are going to be the ones who thrive during the year-end rush and new year.

Here are some highlights of *Shooting Industry's* first of two 2024 New Business Year issues.

### GET ONLINE

In this month's "6 Things We Learned From 2023," Ultimate Defense's Paul Basteen doesn't pull punches when he says dealers need to be where their customers shop — online.

"You're not going to fight the modernization of the shopping world. If you're not going to engage the consumer in online shopping, then it's just a matter of time before you're not going to be a competitive factor anymore," he said.

See pp. 32–35 for additional lessons from 2023.

### NEED FOR NEW RETAIL ROLES?

Today, you have more ways to connect with customers, serve their needs and deliver goods and services than ever before. Hank Yacek argues this shift comes with a challenge: the need to examine and incorporate new roles, responsibilities and even job titles to engage fully in the new retail landscape.

"For those retailers who do not fully accept and engage with this evolution it puts their business at risk of falling behind the competition — and when I write 'competition' I'm not talking about the other gun shop or range



DECEMBER 2023

across town, I'm referring to other retailers in general. The key here is to create an ecosystem within your business that gives consumers no excuse to do business elsewhere," he said.

To see which four roles should evolve, see pp. 36–38.



**Today's consumer desires value, is more prone to buy online and will shop where they feel welcome.**

### NEW PRODUCT SHOWCASE!

Part one of the three-part 2024 New Product Showcase debuts in this issue. See pp. 58–71 for the newest products hitting shelves in time for the new year. This showcase highlights scores of firearms, ammunition, optics, archery, accessories and more from household names and brand-new companies alike.

### NEXT MONTH: LAUNCHING 2024 BUSINESS

The January 2024 issue will be packed with must-have insights for dealers to get off on the right foot in the New Business Year. Standout articles include Southwick Associates' annual prediction of market conditions in 2024, how your store can harness the capabilities offered by AI to offload some responsibilities, tips for winning business in the new year and more. Of course, Part 2 of the expansive 2024 New Product Showcase will be a focal point of the issue. **\$1**

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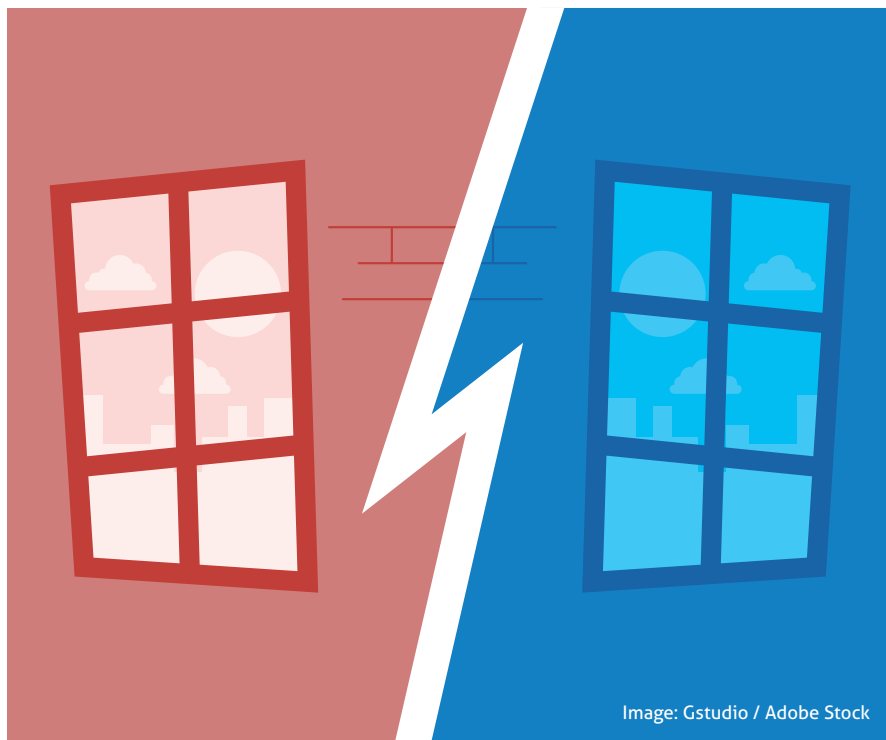


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**We need  
to stand,  
because  
who knows  
how wild  
things are  
going to  
get as another  
election  
season kicks  
in.**

## A “HOUSE DIVIDED” IS POWERLESS

Like so many others who have written in, I’ve been following the “storefront vs. basement bandit FFL dealer” debate for some time. I have to say, it’s been disheartening to see business owners throwing barbs at each other’s business models and lamenting their relationships (or lack thereof) with suppliers.

What does the Left have to do to dismantle our relationships if we’re doing that ourselves? A house divided can’t stand — and we *need* to stand, because who knows how wild things are going to get as another election season kicks in.

I’ll get off my soap box, but I want to charge *Shooting Industry*: what are you doing to make this situation better? The infighting needs to stop. Regardless of whether we’re online-only or have a storefront presence, we need to be in a stronger position to attract new customers, protect our rights and secure our future.

— Kenneth Miller  
Pendleton, Ind.

Kenneth,

I appreciate your assessment here. Yes, this has been a contentious topic and, to my continued surprise, it continues to generate an avalanche of feedback since we published the first “pariah” letter from Matthew Sims in the Jan. 2022 issue. We’re going to continue exploring this topic, but I couldn’t agree with your sentiment more: Our industry needs to stay unified, as there are plenty of external forces at work seeking to pull us apart.

I’d like to invite others to continue weighing in, and if they’ve found solutions on making their businesses better — either from the brick-and-mortar or online-only retail side — we’ll encourage them to share.

Send me an email, anytime:  
[editor@shootingindustry.com](mailto:editor@shootingindustry.com).

— Jade Moldae, Editor

## WTTA: THE REAL DEAL

I’ve recently begun seeing ads in various gun magazines for Walk The Talk America (WTTA) and was vaguely suspicious and curious to know more.

I did some quick online research and discovered it was founded by Michael Sodini, current president of Eagle Imports Inc. That definitely added credibility to his organization.

As I read his story and learned more about his motivation, I began to understand the need for someone with his level of credibility to begin to bridge the gap between the gun industry and the mental health community.

It’s long past due to find new solutions and avoid the endless cycle of unproductive finger-pointing following every tragic event. I’m guessing others had the same questions I had about WTTA and would encourage you to do an interview with him for the publication. **BT**

— James Schafer  
Via *American Handgunner*

**HAVE A THOUGHT WHILE READING THE ISSUE?**

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## AMERICANS SPENT \$394B ON HUNTING, FISHING & WILDLIFE-ASSOCIATED ACTIVITIES IN '22

The U.S. Fish & Wildlife Service (USFWS) and the Association of Fish & Wildlife Agencies recently released the results of the 2022 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (FHWAR).

The survey, coordinated by the USFWS, shows U.S. residents over the age of 16 took over 1.7 billion trips in 2022 to participate in outdoor activities like fishing, hunting, wildlife watching, recreational boating and target shooting.

In doing so, outdoor enthusiasts spent an estimated \$394 billion on equipment, travel, licenses and fees last year alone.

"These numbers demonstrate how important our public lands and wild places are, not just for the well-being of people who enjoy them, but as an economic engine that provides thousands of jobs and sustains businesses, economies and communities throughout the nation," said USFWS Director Martha Williams.

The 2022 survey, which offers a snapshot view of participation rates and was conducted by the NORC at the University of Chicago, finds 148 million U.S. residents watched wildlife in 2022, while 40 million went fishing and 14.4 million hunted. This means roughly 57% of Americans 16 years of age or older participated in wildlife watching, 15% fished and 6% hunted last year. These trips equaled a combined total of 14 billion days spent in the field, on the water and around the home viewing wildlife, an all-time high.

Continued on p. 12



**These numbers demonstrate how important our public lands and wild places are, not just for the well-being of people who enjoy them, but as an economic engine that provides thousands of jobs and sustains businesses, economies and communities throughout the nation."**

Martha Williams • Director  
USFWS

## STREAMLIGHT SUPPORTS BCRF FOR 13TH STRAIGHT YEAR

With its most recent donation, Streamlight Inc. announced it has given a total of \$867,000 to the Breast Cancer Research Foundation (BCRF) to date, resulting in more than 17,000 research hours. Since 2010, Streamlight has supported the not-for-profit organization that seeks to prevent and cure breast cancer.

Each October, Streamlight recognizes Breast Cancer Awareness Month by donating proceeds from its pink line of lights to BCRF, which amounted to \$21,500 for October 2022.

Streamlight donates \$1, \$2 and \$5, respectively, for sales of its pink Nano Light keychain light, pink Siege AA ultra-compact lantern and pink Strion LED tactical light.

According to BCRF estimates, a woman in the U.S. is diagnosed with breast cancer every two minutes. More than 43,000 women and 500 men will die from the disease this year. Because of research conducted by organizations like BCRF, deaths from breast cancer have decreased by 43% in the past three decades.

"Streamlight is very proud to have provided continuous support over the years to BCRF, resulting in such a significant number of research hours.



**Pink Nano Light**

Several of our employees are among those who are breast cancer survivors, which is why we decided to create a line of pink flashlights and donate a portion of the proceeds to BCRF to help find a cure for this disease," said Streamlight Chief Revenue Officer Michael F. Dineen.

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## Continued from p. 10

These activities represent an economic powerhouse, where participants together spent \$394 billion in 2022 — the most ever recorded in any National Survey, adjusted for inflation.

The survey has been conducted approximately every five years since 1955. The 2022 survey is the first national survey to use a “push to web” approach, enabling respondents to complete the survey online. Respondents could also call in or fill out and mail in their questionnaire. These options, combined with a new, shorter questionnaire, gave participants more choices and made the survey more convenient to complete than in prior years, but the changes in methodology mean that 2022 results

should not be directly compared to results from any previous survey. Other changes to the 2022 survey include data collection on recreational motorized boating and recreational shooting sports for the first time.

“We are grateful to the more than 100,000 survey respondents from households across America that took part in the 2022 survey,” added Williams. “Because of this participation, the National Survey continues to serve as the nation’s definitive wildlife-related recreation database and a crucial source of information on participation rates and economic impacts of outdoor activities across the nation.”

This year’s survey design recognizes that in addition to wildlife-dependent

activities like hunting and fishing and wildlife-watching, recreational boating and target shooting are also important nature-dependent pastimes that link people to wildlife and wild places.

Each National Survey of FHWAR is a wealth of information allowing stakeholders, researchers, and agency partners to examine changes in recruitment, participation and retention in outdoor activities over time.

The in-depth 2022 survey findings are available online now and accompanying addendum reports will be produced in the coming months.

[/ digitalmedia.fws.gov/digital/collection/document/id/2321/rec/1](https://digitalmedia.fws.gov/digital/collection/document/id/2321/rec/1)

## ATLANTA CAMPAIGN TARGETS ILLEGAL GUN PURCHASES

Oct. 19, NSSF, the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) and the Department of Justice (DOJ) announced their latest joint, month-long “Don’t Lie for the Other Guy” public education campaign, which took place in the greater Atlanta area.

Messages via digital billboards, MARTA bus and rail vehicles, transit shelters, radio stations, Facebook and Instagram and geofenced mobile displays emphasized the stiff federal penalties facing individuals convicted of unlawful or straw firearm purchases.

Officials expected the campaign would total more than 24 million gross media impressions, with its main message: “Buy a gun for someone who can’t and buy yourself 15 years in jail. Don’t Lie for the Other Guy.”

The “Don’t Lie for the Other Guy” campaign, now in its 23rd year, drives home the message that anyone making an illegal firearm purchase faces up to 15 years in federal prison and up to \$250,000 in fines. Another 15 years can be added to the sentence if the straw purchase is made with the intent of trafficking a firearm across state lines.

“Don’t Lie for the Other Guy” is funded in full by the firearm industry. The ATF selected Atlanta for this year’s campaign.



NSSF President and CEO Joe Bartozzi addresses media and local law enforcement officials at the start of what was a one-month “Don’t Lie for the Other Guy” public education campaign in the greater Atlanta area.

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

To legally purchase a firearm, a person must pass an FBI National Instant Criminal Background Check System verification (NICS check), and fully comply with all state and local laws. When a criminal is illegally trafficking in firearms

or knows they cannot pass this check, they may try to induce a friend or acquaintance to make the purchase for them. This is a straw purchase and a felony.

The “Don’t Lie for the Other Guy” program also involves educating firearm retailers to better detect and prevent straw purchases. The program provides a retailer kit containing a training video and other information for storeowners and staff, including point-of-purchase displays aimed at deterring illegal straw purchasers.

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



## VORTEX OPTICS SUPPORTS RMEF

Vortex Optics announced a donation of \$15,000 to the Rocky Mountain Elk Foundation (RMEF). The gift was generated through the sale of special edition Vortex Crafted Impact apparel.

A collaboration between a rotating group of artistic creators and organizations, Vortex Crafted Impact limited-run apparel showcases original art focusing awareness on groups and initiatives important to the hunting and shooting community. In addition, 100%

of each purchase goes to support these initiatives.

"You'd be hard-pressed to find a group more committed to putting their money where their mouth is than the hunting and shooting communities," said Sawyer Briel, Vortex marketing communications manager. "Time after time they're eager to answer the call and support things critical to improving wildlife habitat and preserving our Second Amendment rights. Crafted Impact started as an idea and grew into a tangible way for all of us to give back. RMEF was a clear choice to kick things off, and we can't wait to reveal what else we have in store."



To make sure Vortex Crafted Impact items are always in high demand, and to maximize the charitable purchase dollars given to organizations and causes, special product releases are currently limited to one per year.

[/vortexoptics.com](http://vortexoptics.com)  
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## SIG SAUER ELECTRO-OPTICS ROMEO-M17 RECEIVES NSN DESIGNATION

SIG SAUER Inc. announced its ROMEO-M17 red-dot sight has been assigned a NATO Stock Number (NSN). The issuance of the NSN streamlines the procurement process for all NATO members and partner countries as an identified standardized material.

"The assignment of an NSN number is an exciting achievement for SIG SAUER Electro-Optics and the ROMEO product line. With the global demand for these products, the NSN assignment will allow for ease in the procurement process, the ability to increase our reach within the NATO countries and faster deployment," said Andy York, president, SIG SAUER Electro-Optics.

"This assignment is also significant to non-NATO customers and civilians as the NSN designation does not come easily,

and signifies that the ROMEO-M17 has achieved a testing and use acceptance by the world's most discerning military customers," York added.

The NATO designation is part of the continued modernization efforts of the Modular Handgun System (MHS) Program. The ROMEO-M17 (NSN: 1240-01-713-9795) was developed from the ground up for the U.S. Army's MHS as the ultimate aiming solution. The Army vigorously evaluated numerous pistol red dot sights from multiple manufacturers. The RM17 stood above the rest as the best performing and most durable sight.

The SIG SAUER Electro-Optics ROMEO-M17 is a mil-spec, fully enclosed and gas-purged red dot reflex sight with a distortion-free glass aspheric lens. Built to withstand the rigors of the battlefield, the sight features the proprietary SIG-LOC mounting system with bottom-mount technology and five interface points with the pistol slide, for an exceptionally strong and robust lock-up.

Combined with the side-mounted



**ROMEO-M17**

battery, the sight has an extremely low position when mounted to the slide, offering a full sight picture and co-witness with existing standard-height iron sights.

In addition to its other features, the ROMEO-M17 has a minimum continuous runtime of 50,000 hours at the medium brightness setting, and utilizes MOTAC (Motion Activated Illumination), MAGNETAC (Magnetic Activation) and D.A.R.C (Dark Adaptive Reticles & Coatings) technologies.

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

## BENELLI USA INVITATIONAL RAISES \$124,000 FOR FREEDOM HUNTERS

The Prince George's Trap and Skeet Center in Glenn Dale, Md., was host to the ninth annual Benelli USA Invitational, held on Sept. 22. The one-day sporting-clays event brought in over 150 competitive shooters, including military veterans, and raised \$124,000 for the Freedom Hunters military outreach program.

"The Invitational is a highlight of the year for all of us at Benelli. As a company that is committed to supporting wildlife and wild habitat conservation, we are equally invested in supporting the other side of the equation — nurturing the human element through outdoor and shooting sports participation," said Benelli USA GM Tom DeBolt. "The Freedom Hunters mission perfectly aligns with those organizational goals, plus it places a special focus on the folks who do so much to ensure our freedoms."

Freedom Hunters is a 501(c)(3) organization that hosts a variety of



Freedom Hunters CEO/Founder Anthony Pace (center) accepts a check for \$124,000, which was raised at the 2023 Benelli USA Invitational.

outdoor adventures for wounded veterans, Gold Star families and long-deployment service members and their families. The organization is funded through the charitable donations of outdoor and shooting sports industry members, as well as the support of individual hunting and shooting enthusiasts through online auctions and

private donations.

DeBolt and Benelli USA expressed their appreciation to the 90+ sponsors and supporters of the latest Invitational shoot. Companies from the firearms and outdoor industry and other brands donated products and money in support of the Freedom Hunters mission.

[/benelliusa.com](https://benelliusa.com) / [freedomhunters.org](https://freedomhunters.org)

## HODGDON POWDER UNVEILS NEW WEBSITE

Hodgdon Powder Co., “The Gunpowder People,” announced the launch of its newly redesigned website.

The redesign not only includes a new version of the entire Hodgdon Powder Co. website, but also introduces a streamlined structure for all the associated brands’ websites. Those include IMR, Winchester, Accurate, Blackhorn 209, Ramshot and the Hodgdon brand.

The website also includes easy navigation to the Reloading Data Center, a comprehensive and trusted online

resource for load development.

The new website has been restructured for a more intuitive and seamless browsing experience, aimed at making it the ultimate destination for enthusiasts of both smokeless and muzzleloader propellants. Visitors will find an extensive lineup of Hodgdon Powder products, complete with detailed information and resources to ensure access to the latest specifications, reloading data/education and upcoming events.

“We’re thrilled to introduce our new website and digital experience to the firearms and reloading community. The overarching Hodgdon Powder Co. site will help to unify the brands while



allowing them the freedom to showcase their individual personalities. It is now easier than ever for customers to access information, locate our products and appreciate the unique characteristics of each brand within the Hodgdon family,” said Aaron Oelger, Hodgdon VP of sales and marketing.

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

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## FEDERAL AMMUNITION AWARDED .223 REM. GOVERNMENT CONTRACT

Federal Premium Law Enforcement Ammunition announced a five-year contract award from the Department of Homeland Security (DHS), U.S. Immigration and Customs Enforcement (ICE) for its .223 Rem. rifle ammunition.

DHS, ICE protects the U.S. through criminal investigations and enforcing immigration laws to preserve national security and public safety. The department has more than 20,000 L.E.

and support personnel in more than 400 offices in the U.S. and around the world.

The cartridge DHS, ICE selected is the Tactical Bonded 62-grain soft-point. The single-award, Indefinite Delivery Indefinite Quantity contract is a Strategically Sourced contract for all DHS components and other federal agencies, with a maximum quantity of 28 million rounds.

“Law enforcement and federal agencies put it all on the line for our safety and freedoms. They should expect nothing less from their ammunition. Federal Premium Law Enforcement provides the top-quality products officers and agents need to have full



confidence in any situation. Tactical Bonded has a long history of providing trusted performance time and time again for our nation's law enforcement,” said Federal Ammunition President Jason Vanderbrink.

Made exclusively for law enforcement, Federal's Tactical Bonded cartridge achieves accuracy and terminal performance that defeats tough barriers with minimal deviation.

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

## XS SIGHTS SPONSORS CLAY SHOOT BENEFITING MEALS ON WHEELS

XS Sights was the presenting sponsor of the sixth annual Meals on Wheels of Tarrant County (Texas) Clay Shoot, held Nov. 1, 2023, at Defender Outdoors in Fort Worth, Texas.

The annual shoot helps raise money to provide home-delivered meals and other vital services to those who are

homebound, elderly, disabled and food-insecure in Tarrant County. XS has been a sponsor of this event since its inception.

The company also supports Meals on Wheels in other ways. Each Wednesday throughout the year, a team from XS delivers meals in the company's local area.

“Team XS is honored to again sponsor the Tarrant County Meals on Wheels annual Clay Shoot fundraiser. To celebrate all the hard work our team has put in delivering weekly meals to the homebound in our community, we (spent) the afternoon in some friendly



competition,” said Kellie Brunn, co-owner of XS Sights.

“The trust our customers and partners place in us as ‘The Night Sight Company’ allows us the opportunity to support this cause that I am so very passionate about. On behalf of Team XS, thank you,” Brunn added.

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

## PROTECT LIBERTY PAC LAUNCHES

The Protect Liberty Political Action Committee (PAC) was launched with the express goal of electing candidates who are dedicated to preserving and protecting liberty, freedoms and the Constitutional rights of all Americans. This especially includes the Second Amendment right to keep and bear arms.

Protect Liberty PAC will take a leading role and be more dynamic and outspoken in the electoral process in order to protect the firearm industry, beginning at the ballot box.

“The right to keep and bear arms is under continuous attack by President Joe Biden, his administration and extreme, radical special-interest gun control groups

that are all determined to rob Americans of their rights,” said Lawrence G. Keane, Protect Liberty PAC treasurer. “This PAC enables all Americans to support candidates for office who believe our rights, enshrined in the U.S. Constitution, are protected and non-negotiable. Protect Liberty PAC will give a voice to those who will no longer allow political candidates to use them as a punchline.”

Protect Liberty PAC is a Super PAC, founded to elect viable candidates who will protect the firearm and ammunition industry and defend Americans' freedoms enshrined in the Bill of Rights. This PAC will expressly advocate for the election or defeat of specific candidates. Advocacy will be completely independent of any candidate or political party.

Protect Liberty PAC will be active during the 2024 election cycle and beyond,



**PROTECT  
LIBERTY  
PAC**

utilizing the hard-earned knowledge from years of political victories to evaluate and support candidates, then strategically engage highly targeted voters in key federal races that ultimately will have a critical impact on the firearm industry.

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



## AG & AG HOSTS 7TH BACK THE WOMEN IN BLUE EVENT

A Girl & A Gun Women's Shooting League (AG & AG) recently hosted a group of female law enforcement officers for the seventh annual Back the Women in Blue training event. Presented by GLOCK, with ammunition provided by Federal Premium, the event took place Oct. 25–27 at the Round Rock Public Safety Training Center in Round Rock, Texas.

This year's Back the Women in Blue event saw 19 female commissioned law enforcement officer participants, each nominated by someone in her community. They hailed from nine states and included women from 11 county agencies and nine municipalities or university departments.

"The A Girl & A Gun community is proud to offer this unique training experience for female law enforcement officers. These women are servant leaders and role models in their communities. We



A Girl & A Gun's Back the Women in Blue event had 19 female commissioned officers from 9 states, including 11 county agencies, and 9 municipalities and university departments.

are honored to give them the skills they need to stay safe," said Robyn Sandoval, executive director of AG & AG.

Lead instructor Sgt. Brian Quick of the Round Rock Police Department (RRPD), along with a cadre of instructors, provided three days of exceptional training and camaraderie.

The first day of training covered vehicle close-quarter battle (VCQB), force-on-force and rappelling from a six-story tower. The following day the officers participated in live-fire pistol training and single-officer building clearing. The final day focused on defensive tactics.

"It was such an amazing experience. I learned new skills, as well as refreshed some old ones," said Deputy Rebecca

King of the Cleveland County (Okla.) Sheriff's Office. "The instructors were highly qualified, knowledgeable officers. I would love to learn from them again in the future."

"Thank you so much to Robyn Sandoval and AG & AG for supporting female L.E.," said Deputy Laci Pierce from the Liberty County (Texas) Sheriff's Office. "This was an awesome class! I made so many new friends across the U.S."

AG & AG hosts Back the Women in Blue for female law enforcement officers each autumn, as well as many competitive matches and civilian training events throughout the year.

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

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## LATEST “PARTNER WITH A PAYER” FILM HIGHLIGHTS CONSERVATION SUCCESS

The NSSF, in partnership with TenPoint Archery, the Archery Trade Association, the Ohio Department of Natural Resources and the U.S. Fish and Wildlife Service, announced the release of another film in the “Partner with a Payer” series.

The latest project is a collection of videos highlighting the importance of wildlife conservation and management: “Conservation Success at the Crossroads of Collaboration.” The video series highlights the work being done to continue providing public access to target ranges, hunting opportunities and other outdoor experiences within the U.S.

To fund conservation efforts, industry companies pay an excise tax established by the Federal Aid in Wildlife Restoration Act (also known as the Pittman-Robertson Act). These tax funds have contributed to and distributed more than \$16.4 billion (over \$25 billion when adjusted for inflation) to individual states to fund wildlife conservation and hunter education programs, as well as target shooting and public target range development programs.

“We ... combine that (money) with our funds we receive from hunting and fishing



Excise taxes are crucial in developing or expanding local shooting and archery ranges. (Image: Screenshot from “Conservation Success at the Crossroads of Collaboration”)

license dollars, and that allows us to fund wildlife research and better understand how wildlife populations are adapting to an ever-changing environment. It gives us an opportunity to have healthy wildlife populations,” said Peter Novotny, deputy chief of the Ohio Division of Wildlife.

Representatives from the Ohio Department of Natural Resources, NSSF, Archery Trade Association and USFWS toured the TenPoint Archery facility, where they learned what it takes to generate the excise tax revenues supporting wildlife populations across the country. Throughout the tour, state and federal agency staff discussed specific projects and key instances where funds provide opportunities for the public to hunt, target-shoot and enjoy the diverse wildlife in the U.S.

“One of the keys to selling crossbows is having a good, healthy population of animals for hunters to go out and hunt. We feel comfortable and confident that the excise tax dollars are helping keep

healthy deer herds out there across the United States,” said Phil Bednar, president and CEO of TenPoint Crossbows.

TenPoint Crossbows directly contributes to the funding of wildlife habitat and conservation, and to the creation of public target shooting ranges and archery facilities. Visiting the facility allowed stakeholders within the North American Model of Wildlife Conservation the chance to talk about each organization’s role and how it contributes to the success of the system. Every partner is critical to the continuation of wildlife conservation and future management efforts.

The Multistate Conservation Grant Program funded the video project, while Shine United LLC / Kingdom Filmworks continued its role in producing the series of videos.

[/ partnerwithapayer.org](http://partnerwithapayer.org)  
[/ nssf.org](http://nssf.org)  
[/ archerytrade.org](http://archerytrade.org)  
[/ tenpointcrossbows.com](http://tenpointcrossbows.com)

## SECOND AMENDMENT FOUNDATION UNVEILS UPDATED WEBSITE

The Second Amendment Foundation (SAF) — entering its 50th year — has unveiled a redesign of its website with significantly increased functionality and improved user experience. In addition to better page flow and an updated look, the new design provides visitors with quick access to detailed information and educational programs.

Notably, the new website includes quick access to a new “Current Legal Action” page. Users can now easily find information related to SAF’s nation-

leading litigation program, including thorough case summaries, pleading documents and links to full case dockets. Visitors will also find dedicated links to SAF’s two current, primary legal initiatives: Capture the Flag — challenging Red Flag Laws around the country — and the State Law Preemption Project, which challenges local and municipal gun controls enacted in violation of state preemption.

“We’re excited to offer improved functionality and accessibility to the information our members, supporters and the public at large need to stay informed about SAF’s important legal work,” said SAF Executive Director Adam Kraut.

The new website also includes quick access to news releases, investigative



journalism pieces and links to SAF’s corporate partner pages. Links to the “Submit a Case” page allow users to submit their information if they feel their civil rights have been violated.

“SAF wants our website visitors to find whatever they are looking for quickly and easily. We’re moving forward, and we’ve completed this upgrade to make it easy for our members and supporters to come along,” said SAF founder and executive VP Alan M. Gottlieb.

[/ saf.org](http://saf.org)



## AMERICAN OUTDOOR BRANDS HONORS VETERANS

On Veteran's Day, American Outdoor Brands (AOB) honored its employees who served to protect our American freedoms. The company recognizes the positive impact its employees have on the success of its business and employs individuals from various backgrounds, including American veterans. Together, AOB veterans represent the U.S. Air Force, U.S. Army, U.S. Marine Corps and the U.S. Navy, and the company formally recognized their contributions, and the contributions that all veterans provided, to preserve the freedoms that we enjoy daily.

To honor these individuals, each AOB veteran received a custom shirt, hat and gift card to enjoy a meal with a friend or family member. The group was met by Brian Murphy, AOB President and CEO, and members of the executive leadership



As part of Veteran's Day, AOB took a moment to honor its employees who have served our country.

team, to convey the company's gratitude for their service.

"We enjoy tremendous freedoms in the U.S., including the ability to operate and grow companies like AOB, because of the generous gift of service our current military personnel and veterans have given us," Murphy said. "We will be forever indebted to our American veterans for their patriotism, love of country and their willingness to sacrifice for the benefit of each of us and for our

way of life."

In order to recognize and share appreciation for veterans beyond the company, AOB employees were invited to pen handwritten thank-you notes, which were delivered to the Harry S. Truman Memorial Veteran's Hospital in Columbia, Mo. In addition, AOB will donate to Honor Flight, an organization that transports veterans to Washington, D.C. to visit monuments in their honor.

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



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## BEAR ARCHERY, OSCF RELEASE CONSERVATION VIDEO

Outdoor Stewards of Conservation Foundation (OSCF) announced a new video series entitled “Connecting with Conservation,” in collaboration with industry manufacturers and state agencies.

The first video in the series features a visit to Bear Archery’s facilities in Jacksonville, Fla., and showcases Fred Bear as a pioneer who helped pave the way for archery manufacturers to contribute to the Pittman-Robertson Act, which helps fund conservation efforts in the U.S. Viewers get an inside look at bow manufacturing and learn the important role outdoorsmen and women play in supporting and funding conservation.

“Bear Archery is proud to support conservation funding, and we do want our customers to know how important they are to us, as well as to the conservation-funding model,” said Neil Byce, director of operations at Bear Archery.

OSCF is a nonprofit organization focused on recruiting the next generation of outdoor enthusiasts.

“Our “Connecting with Conservation” video series simplifies the message on how conservation is funded, and informs hunters, anglers, trappers and shooters (HATS) how they are primary funders of



Neil Byce (left), Bear Archery director of operations, gives OSCF Executive Director Jim Curcuruto a behind-the-scenes look at some of the technology used at Bear Archery’s Jacksonville headquarters.

land, fish and wildlife conservation in America,” said OSCF Executive Director Jim Curcuruto. “We thank companies like Bear Archery for helping spread the word to HATS across the nation.”

The Pittman-Robertson Act generates funds from an excise tax on select outdoor products, and goes to benefit projects such as land acquisition and improvement of wildlife habitat, introduction of wildlife into suitable habitat, research, surveys and inventories of wildlife populations. Development of facilities for public access to land, hunter education programs and construction and operation of public

target ranges are also dependent on these funds.

“Hunting and fishing licenses, along with purchases of excise-taxed outdoor products, make up the bulk of most state wildlife agency budgets. Without the \$3.6 billion in funding provided by HATS each year, wildlife agency budgets would be decimated, and they would be unable to continue to perform all the great conservation work they do,” Curcuruto added.

[/ beararchery.com](http://beararchery.com)  
[/ outdoorstewards.org](http://outdoorstewards.org)

## TRIJICON OPTICS SELECTED BY FBI FOR RED DOT SIGHT PROGRAM

Trijicon Inc. was selected by the FBI to provide the RMR HD and MRO HD optics for the Rifle Red Dot Sights and Mounts solicitation.

The Trijicon MRO HD received a maximum threshold award of \$7 million within the large objective lens category, and the Trijicon RMR HD received a maximum threshold award of \$4 million within the standard objective lens category. The IDIQ contract will be filled over the next five years. All products will be produced in Trijicon’s Wixom, Mich. factory.

Built on the foundation of the Trijicon

RMR Adjustable LED model, the newly introduced RMR HD features a large, clear lens made from tempered glass and has the same footprint as the RMR. The larger lens provides an unobstructed view of the target and aids in finding and tracking the reticle more easily.

The new RMR HD reticle allows the user to toggle between a 55 MOA segmented circle reticle with a center dot, or a crisp dot-only option, both of which include a new super bright setting and an additional night vision setting. Models are available with either a 1.0 MOA or 3.25 MOA center dot.

Trijicon’s MRO HD has set the standard for red dot rifle optics by providing dependable repeatability, rugged construction, and unparalleled clarity and field of view. The MRO HD has infinite eye relief for quick and accurate engagement



no matter the shooting position. With its larger objective lens and shortened optical length, the MRO HD virtually eliminates the “tunnel vision” or tube-effect common to many red dot sights. The 2.0 MOA center dot and 68 MOA segmented circle are bright and crisp, and are perfectly sized for fast target acquisition. The segmented circle can be toggled on or off, depending on the user’s needs.

Trijicon counts among its users all the U.S. Military Services, including Special Operations Forces, as well as the U.S. government, state and local L.E. agencies and many of America’s allies.

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



## SHOOTER'S CHOICE CELEBRATES 40 YEARS

Shooter's Choice is marking its 40th anniversary milestone with several changes, including a branding refresh and updates to its cleaning-kit line. The changes reemphasize that Shooter's Choice is a competitive, quality option for gun cleaning, and remains a long-trusted brand.

As part of the brand refresh, Shooter's Choice is introducing a bold, new face of color. The vibrant update is the most notable change for the brand, and comes after much consideration and collaboration between the company's marketing and sales teams.

"We knew a change was needed to better align our brand with our vision. To further establish itself, we shifted the brand to be bolder, while also giving it a unique style that called back to previously

used elements, including the logo, colors and fonts. With respect to those key historical aspects, we also set out to differentiate the brand from competitors with new concepts," said Mark Komondor, creative director for Shooter's Choice.

The new Shooter's Choice cleaning kits help position the brand competitively in the current market as quality products at a budget-conscious level. The new kits will be available in popular single-caliber configurations of .22 caliber, .30 caliber, 9mm, .40 caliber, .45 caliber and 12 GA. Private label opportunities are available at low minimum quantities. Coinciding with the release is the addition of new mops, brushes and jags, also at budget-friendly retail prices.

"We were able to elevate the quality of our kits when compared to others in the market, infusing our standards and practices by working closely with our partner and completing final assembly in our U.S. facility. We are able to create



Shooter's Choice 9mm Pistol Cleaning Kit

the best value brand by combining our partner's assets with several USA-made key components, such as our FP-10 Lubricant Elite CLP, in every kit," said Shooter's Choice CEO Bill Kleftis.

Consumers can expect to see the new cleaning kits available in stores soon.

[/ shooters-choice.com](http://shooters-choice.com)



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.22 Magnum



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

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## HSM AMMUNITION SUPPORTS RETRIEVING FREEDOM

HSM Ammunition recently visited Retrieving Freedom's Service Dog training facility in Sedalia, Mo., and has made two donations totaling \$12,000 to support the organization's efforts. Retrieving Freedom Inc. is a non-profit organization dedicated to training service dogs, with a primary focus on serving the needs of veterans and children with autism.

Retrieving Freedom's service dogs are trained to meet specific needs of

veterans and children. After two years of intensive training and socialization, each service dog must meet the strict standards required for successful placement. On average, service dogs cost upward of \$30,000. However, Retrieving Freedom offers their services at no cost to veterans and children with autism.

HSM Ammunition has joined other industry leaders like Starline Brass, Hodgdon, Hornady, Henry USA with donations to Retrieving Freedom's mission to match service dogs with veterans and children. Currently, Retrieving Freedom has a waiting list of 41



approved clients in need, and these donations will make a significant and positive difference in their lives.

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

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

## GSM OUTDOORS ACQUIRES CAMILLUS

GSM Outdoors has completed the acquisition of Camillus. For over 140 years, Camillus Cutlery has supplied high-quality knives throughout the world.

"Camillus is no stranger to innovation, reliability and high-quality manufacturing," says Zach Henderson, GSM Outdoors chief sales officer. "This acquisition adds another pillar to our already premier lineup of cutlery brands. We're thrilled to be the stewards of the next chapter in Camillus' rich history and adding them to the GSM family."

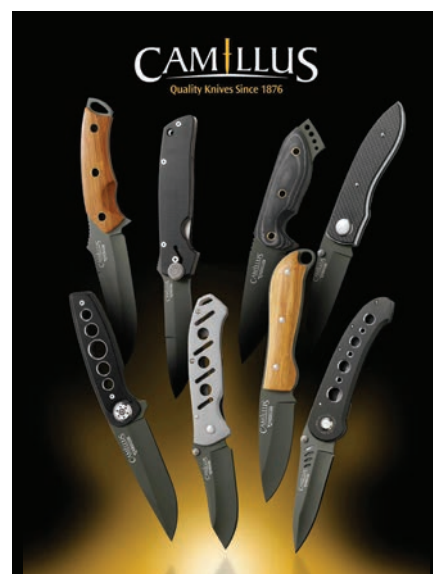
"We have a strategic vision for the Camillus brand," added Edward Castro,

GSM Outdoors CEO. "By engaging our customer relationships, utilizing our best engineering practices, and maintaining superior manufacturing, we're confident in GSM's ability to continue growing Camillus into a brand that everyone knows, trusts and depends on for years to come."

The GSM Outdoors family of brands comprises more than 40 hunting, shooting sports, rugged outdoors and fishing labels. Camillus becomes the third knife manufacturer to be acquired by GSM Outdoors, which also brought Cold Steel and SOG Knives into its portfolio in 2020 and 2021, respectively.

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

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



## WINCHESTER PLEDGES \$100,000 TO FOLDS OF HONOR SCHOLARSHIPS

Winchester Ammunition has committed a \$100,000 pledge to the Folds of Honor Foundation, the third donation to the organization that provides educational scholarships to the spouses and children of fallen or disabled service members of the U.S. armed forces.

"Winchester has supported the U.S. military for more than 100 years by providing what the U.S. Warfighter needs to succeed on the battlefield," said Winchester President Brett Flaughter. "We're grateful to extend that support to the Folds of Honor mission, and to the



Winchester USA VALOR Ammo

spouses and children of those service members that have sacrificed all for our country."

The Winchester USA VALOR collection of ammunition pays tribute to the U.S. military and first responders while supporting Folds of Honor and providing

support for the bearers of their legacy through educational scholarships. In 2023, more than 15 million rounds of USA VALOR ammunition have been sold in boxes featuring the Folds of Honor logo in support of their mission.

[/ winchester.com/USAValor](https://winchester.com/USAValor)



## HENRY CONTINUES SUPPORT FOR CHILDREN OF FIRST RESPONDERS

Henry Repeating Arms announced its continued support for families of first responders with a \$25,000 donation to the First Responders Children's Foundation.

This gift followed a \$50,000 donation made in December 2022 as part of Henry's Guns for Great Causes charitable program. The program raised over \$1 million last year for a variety of organizations in celebration of the company's 25th anniversary.

The First Responders Children's Foundation was founded in the wake of the 9/11 terrorist attacks, when 800 children lost a first-responder parent in the line of duty. Today, the nationally acclaimed organization provides financial and community support to the children and families of fallen first responders.



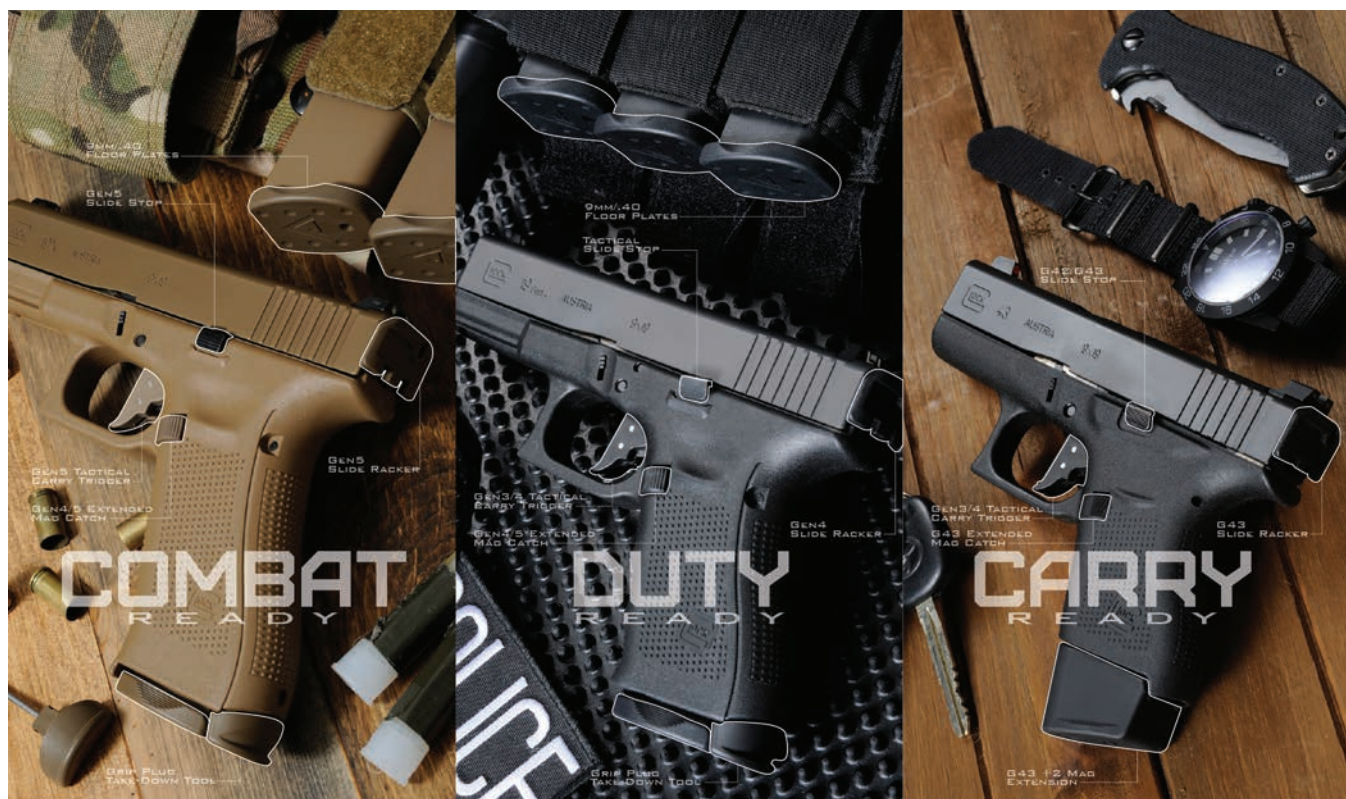
Henry Repeating Arms presented a \$25,000 donation to the First Responders Children's Foundation (FRCF) during a National First Responders Day ceremony held in Times Square. (From left) FRCF Chief Philanthropy Officer Randy Acosta; FRCF Vice Chairman Laurence Levy; FRCF President & CEO Jillian Crane; Henry Founder & CEO Anthony Imperato; and FRCF Founder & Chairman Alfred Kahn. (Image: FRCF)

"Our mission with Guns for Great Causes and the mission of the First Responders Children's Foundation go hand-in-hand, and it's all about the kids. These children have parents that dedicate their lives to saving others day in and day out. Not coming home at the end of a shift is unimaginable, especially from the child's point of view. I am grateful to be able to lend our continued support to this

organization that leads the way in helping to heal those wounds," said Anthony Imperato, founder and CEO of Henry Repeating Arms,

Henry Repeating Arms made its donation in recognition of National First Responders Day, celebrated every year on Oct. 28. [@](#)

[/ henryusa.com](https://henryusa.com)  
[/ 1strcf.org](https://1strcf.org)



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[WWW.TANGODOWN.COM](https://WWW.TANGODOWN.COM)





J. KING

### XS Sights Retains Marketing Manager

Jeff King has joined XS Sights as marketing manager, where he will manage all marketing and advertising activities including the company's website, coordinating and attending industry trade shows, overseeing social media efforts, video productions and sponsored events.

Zack Kinsley, XS Sights' VP of business development, said, "Jeff brings a wealth of experience ... particularly his expertise in managing trade shows and client relations, a skill that will be invaluable in our ongoing marketing efforts."

King served as director of marketing for Triumph Systems, a St. Louis-based target and training manufacturer. He also assisted in product design and development, sales, customer service and represented the company at numerous trade shows.



D. MITCHELL

### Second Amendment Foundation Adds Board Members & VP



T. TAYLOR

The Second Amendment Foundation (SAF) announced the recent additions of Dan Mitchell, Matt Coffey (not pictured) and Tom Taylor.

Coffey joins SAF as the VP of communications with more than 20 years of experience from positions with Ducks Unlimited, the National Wild Turkey Federation and *Sporting Classics* magazine. He has also held positions in mainstream print and broadcast media.

SAF Founder and EVP Alan Gottlieb said, "[Matt's] skills

as a communicator and his experience in the industry will be increasingly important as we advance our mission of winning firearms freedom, one lawsuit at a time."

Mitchell, founder of the Washington Civil Rights Association, and Taylor, CMO and EVP for commercial sales at SIG SAUER, were elected to the SAF board of directors.

Mitchell joins the board after being a plaintiff in the foundation's ongoing federal court challenge of Washington State's gun control Initiative 1639, and in other cases. His business, Sporting Systems, is located in Vancouver, Wash.

"As a firearms dealer in Washington state, [Dan] has literally been at Ground Zero in the fight against gun control demagoguery, and he brings that experience to the board at a time when we expect a great deal of activity," said SAF Executive Director Adam Kraut.

Prior to joining SIG SAUER, Taylor served as SVP of sales and marketing and U.S. commercial sales for O.F. Mossberg & Sons, and VP of marketing and product development for Smith & Wesson.

Gottlieb shared, "[Tom's] extensive background in the firearms industry will provide a wealth of knowledge and experience that will be critical as the foundation moves forward, expanding our activities into 2024 and beyond."



B. STUNTEBECK

### Brownells Appoints Chief Revenue Officer

Brownells announced the promotion of Bryan Stuntebeck to chief revenue officer. He will drive growth and innovation across Brownells' Direct Marketing and Crow Wholesale business divisions.

Pete Brownell, CEO and chairman of Brownells, said, "Bryan's leadership has been instrumental in our company's success, and we have full confidence in his ability to steer our revenue-generating efforts."

Stuntebeck brings a wealth of experience to his new role, having served in various leadership capacities within Brownells.



O. CUMBERLAND

### Primary Arms Announces Promotions

Primary Arms announced the recent promotion of four team members. Özge Cumberland advanced to chief business development officer, Joyce Banda was promoted to CFO, Scott Tirman is now president of sales and Aaron Whatley is the VP of merchandising.



J. BANDA



S. TIRMAN



A. WHATLEY

Cumberland joined the company in 2013, and most recently served as the SVP of business development. She will drive strategic

business initiatives, foster partnerships and identify new growth opportunities.

Banda will oversee Primary Arms' financial and accounting operations to drive strategic financial planning and sustainable growth. She will also continue to lead the legal and compliance teams. She joined the company in 2012.

In his role as VP of sales, Tirman will continue to leverage his extensive experience and expertise to support and enhance sales operations across the entire Primary Arms business. He



joined the company in 2022.

Whatley now oversees Primary Arms' expanding inventory, ensuring a diverse and high-quality range of products for shooting sports and outdoor activities enthusiasts. He has been with the company for over 11 years and has served in a variety of roles, most recently as senior merchandising director.



E. DEEDRICK

### **SIG SAUER Retains Advisor**

Lieutenant General  
E. John Deedrick,  
former U.S. Military  
Representative to the  
NATO Military Committee

has joined SIG SAUER as an advisor to CEO Ron Cohen.

"[Deedrick's] keen understanding and expertise for the complexities of global defense is invaluable to broadening our worldwide reach," Cohen said.

Deedrick served 35 years in the U.S. Army as an infantry and Special Forces officer. He commanded units at every level through multiple combat tours. His career culminated in serving as the United States Military Representative to the NATO Military Committee in Brussels, Belgium, where he represented the U.S. military position on all aspects of military advice and policy to NATO.

He is a graduate of The Citadel, holds an M.S. in management from Central Michigan University, an M.A. in strategic studies from the Air War College and completed the Executive Leadership Program from Kenan Flagler Business School at the University of North Carolina.



R. KALETA

### **Franchi Taps Product Manager**

Robert (Bob) Kaleta  
has joined Franchi as  
the company's product  
manager. In this new  
role, Kaleta will oversee

the Franchi firearms product line as well as manage gear and accessories across all Benelli USA brands.

Timothy Joseph, VP of marketing,

commented, "Bob brings another layer of experience to our seasoned team, including a strong knowledge in rifles and a deep understanding of process disciplines that support product management."

Kaleta's background includes serving as product manager for Remington, Zeiss Optics, Vanguard and Summit Outdoors.



D. WILLIAMS

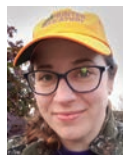
### **Streamlight Inc. Advances Manager**

Streamlight  
Inc. announced the  
appointment of Danny  
Williams to national  
sales manager – west

supporting the company's Industrial/Fire division. Williams will manage the company's Western regional sales managers, as well as its manufacturers' rep groups in the area. He will also focus on the expansion of geographic territory in the region.

Mike Dineen, Streamlight chief revenue officer, said, "He's built an excellent reputation among his customers and peers for his industrial sales experience, wealth of product knowledge and stellar management skills."

Williams began his tenure at Streamlight in 2007 as territory sales manager in the Southeast region.



J. WISNIEWSKI

### **National Deer Association Adds CMO**

Jenifer Wisniewski  
has joined the National  
Deer Association (NDA)  
team as chief marketing  
officer.

NDA President and CEO Nick Pinizzotto stated, "[Wisniewski's] experience and reputation, combined with her impeccable track record, will help us provide even more value to deer, hunters and habitat."

She brings experience from serving as director of marketing and special projects for the Tennessee Wildlife Resources Agency and as the marketing and communications manager for the Georgia Department of Natural Resources.



J. PAYNE

### **Chattanooga Shooting Supplies Inc. Welcomes Sales Rep**

Justin Payne has  
joined Chattanooga  
Shooting Supplies Inc.  
(CSSI) as the national  
sales representative.

Bill Sumner, president of CSSI, shared, "His experience in sales management, business development and team leadership fits right in with our company's goals, and we can't wait to see how he'll help us continue to succeed."

In previous roles, Payne has overseen recruitment, business development and compliance efforts.



H. SULLIVAN

### **CCRKBA Elects Board Member**

Holly Sullivan,  
president of the  
Connecticut Citizens  
Defense League, was  
recently elected to the

Citizens Committee for the Right to Keep and Bear Arms (CCRKBA) board of directors.

CCRKBA Chairman Alan Gottlieb shared, "Sullivan brings the perspective of a boots-on-the-ground activist and organizer to the table. She is in the right place at the right time."

Sullivan works in the HR field and also serves on the DC Project advisory board.



S. MCGUIRE

### **Crow Shooting Supply Elevates Sales VP**

Crow Shooting  
Supply announced the  
promotion of Shawn  
McGuire to VP of sales.  
McGuire will focus on

strategically leading the Crow team into the future by working to create seamless experiences for shooting sports retailers.

Bryan Stuntebeck, CRO of Crow Shooting Supply, said, "We are confident that under Shawn's leadership, Crow will continue to achieve its aggressive goals and cement the company's position as a leading distributor in the market." **SI**



## OUTFITTING THE CUSTOMER FOR “GUN SCHOOL”

**H**ere’s a likely scenario: A customer walks into your shop and says, “I’m going to take a firearms training class, and I think I may need some stuff ...”

Your advice will depend on a lot of things, not the least of which is whether the training in question is basic, intermediate or advanced. Your first question should be, “Did the school send you a list of what you will need?”

If the student doesn’t know, ask what class they’re going to at the school in question and take a quick computer cruise to the establishment’s website. There will usually be an equipment list for that particular class. In these instances, ensure your store furnishes “the right stuff” and you’ll reap the benefits of a repeat customer.

### HANDGUNS: FOCUS ON EASY

Let’s say the customer is a first-time gun owner. Most handgun classes want centerfire handguns; 9mm is the logical choice. It will, in all probability, be what most of the other students are using. Recoil is mild, and the cost is so comparatively cheap it’s an unbeatable bargain, given current pricing.

If the customer has weak hands, you’ll want to sell him or her something with an easy-to-run slide. At the top of the list will be pistols designed expressly with this feature: the Walther PDP-F, for

example, or any of the Smith & Wesson EZ series and S&W’s new Equalizer, among others.

Consider a 1911, the lightest “kicking” of 9mms. Just show the customer how to cock the hammer and relieve mainspring tension, leaving the light 9mm recoil spring as the only thing their hands will have to work against when racking the slide.

### LONG GUNS: GET THE FIT RIGHT

For rifle and particularly shotgun classes, make sure the gun fits the shooter. Most conventional stocks are too long even for average-size males. Short-stock “youth models” should be used more than they are.

A telescoping stock on an AR-15 is advantageous. If your shop is in New York state or California, where the retracting stock is a prohibited “assault weapon” feature, you want to be able to outfit the rifle-class student with a shorter fixed stock.

### AVOID RIDICULE-INDUCING OPTIONS

In times past, it was important to determine if the particular school had a “trademark pistol.” In *Ye Olden Days*, one didn’t go to the most famous shooting school, Gunsite, in Arizona, with anything but a 1911 .45. Anything else might bring on something between teasing and contempt.

Today, under the leadership of Buz Mills, this is no longer the case. Many of the Gunsite instructors carry 9mm GLOCKS or the S&W M&P — and there’s even a Gunsite Service Pistol version of GLOCK’s 9mm G45.

Make sure the new pistol fits the new shooter’s hand. Many of the polymer-framed pistols will come with optional backstraps. Take a few minutes to examine the interface of the customer’s hand with the gun in question, and make sure they leave the shop with the backstrap that gives them optimum fit.

If this has to be done at the class instead of the shop, the customer will be given the impression you sold him something that didn’t fit, and this is not the stuff of which repeat customers is made.

“

**Students hate equipment that doesn’t work for them and resent those who furnished the same. Likewise, they will damn sure appreciate the dealer who outfitted them expertly and made their class a more beneficial experience.**

### ESSENTIAL ACCESSORIES

Holsters? It’s tough to beat a good-quality Kydex scabbard worn on the hip. Be advised some shooting schools prohibit appendix carry. There will be lots of drawing and holstering: Make sure the customer’s pistol is a good fit for the holster. Constant drawing and holstering drills are not the place to break in a new gun/holster combination.

Belts? An adjustable nylon gun belt of the Wilderness style is never a bad choice for anything except dressing up for court. Get a sense of the “culture



of the school” the student is going to attend. Some of them want their students to train with the concealment gear they’ll be carrying. Some others attract students who come in wearing “battle belts” that look as if they’re preparing for a zombie apocalypse.

Magazine carriers? Make them open-top and friction-tight. The old flap-covered mag pouches may be useful for all-weather outdoor carry but are slow to work with when speed loads are demanded on a training range.

Speaking of magazines, if the school’s website or handouts say “bring three,” encourage the customer to take four or more. This will better guarantee they have enough for long drills. At a high-volume shooting class, the student with a single-stack gun — such as a 1911 — will likely be grateful to have more when trying to keep up with pistols using 17-round magazines.

If the customer wants to use a revolver — and there are still revolver-specific classes — make sure they have extra speedloaders or moon clips. The moon clips in particular are slow to fill and slower to pluck the empties out of. Safariland Comp III and JetLoader speedloaders are the fastest, but a little slower to refill than the ubiquitous HKS or other twist-release loaders. Open-top loader carriers will be the fastest to work with from the belt.

#### AMMUNITION BEST PRACTICES

Your customer wants to be sure to have enough ammunition. Find out what the school specifies for a particular class. If it’s 500 rounds, suggest the customer buy 600. For one thing, some schools allow “try each other’s guns” sessions after class. Some allow extra practice at the end of the day. And — you might not want to mention this, because the customer could take it the wrong way — a slow student may need some extra rounds for one-on-one remediation sessions with coaches during class breaks.

Make sure you’re selling training ammo you would trust. Some remanufactured ammo, such as the Black Hills brand, exhibits excellent quality ... but others do not. The



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## Get a sense of the 'culture of the school' the student is going to attend.

customer won't go wrong with name-brand ball ammunition such as Federal's American Eagle line, CCI's Blazer Brass, Sellier & Bellot or Magtech.

#### OTHER GEAR

Ear protection will be critical. If it's a rifle/carbine class or even a shotgun class, suggest it's loud enough for the student to “double up” with both earplugs and earmuffs. Strongly suggest active hearing protectors! The student wants to be able to hear instructor and range safety officer commands over volleys of gunfire. Advise the customer to put the active muffs on with the

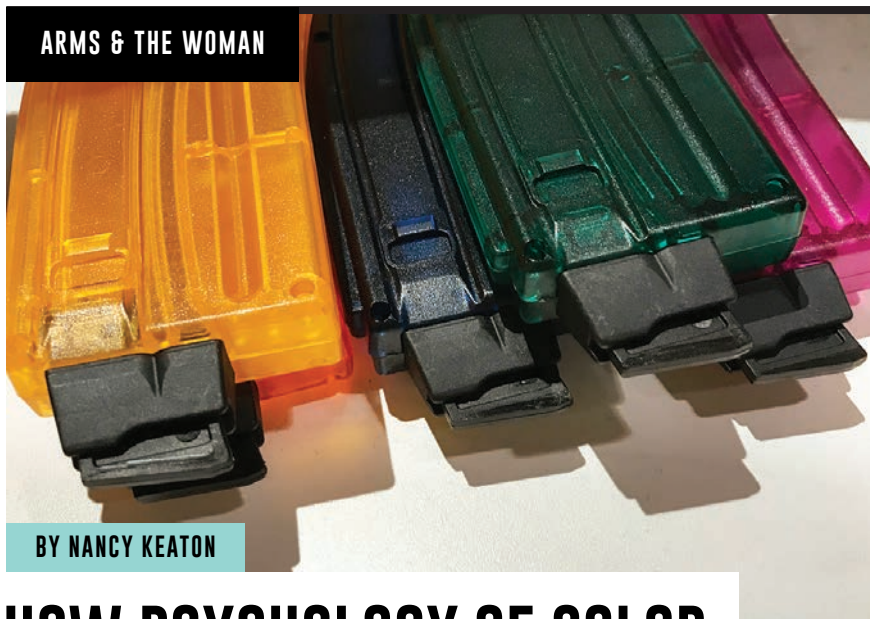
receivers pointed to the rear, to better pick up those critical safety commands.

Remind them to bring note-taking materials! Often, the most important takeaways from gun schools are what the students are told, not necessarily what they experienced.

Recoil-sensitive shooters should be accommodated for large volumes of gunfire. Those with sensitive hands might want a pair of recoil-absorbing shooting gloves, and for a shotgun class, suggest a Sorbothane recoil pad or even a shotgunner's vest with padding on the shoulder.

For a carbine class, a tactical sling will generally be on the equipment list. Show the first-time user how to adjust it and sling the rifle. They'll be grateful you kept them from looking like a fumbling bozo.

Having both attended and taught a great many classes, I can assure you students hate equipment that doesn't work for them and resent those who furnished the same. Likewise, they will damn sure appreciate the dealer who outfitted them expertly and made their class a more beneficial experience. **SI**



BY NANCY KEATON

# HOW PSYCHOLOGY OF COLOR IMPACTS BUYING BEHAVIOR

**P**ablo Picasso once said, “Colors, like features, follow the changes of the emotions.” What does this mean for retailers?

You may have put a lot of thought process into the colors of the paint on the walls of your retail store and of the outside of your building, but have you thought about the color of your products and the emotions they may convey to customers?

## WHAT WOMEN WANT

Yes, we can be annoyed with the “pink it and shrink it” approach, but it’s usually when someone makes an assumption simply based on us being female, and not respecting our individuality. As women, we can appreciate some people are just trying to be helpful, and then we can also gently educate them and lead them to more appropriate choices.

Yes, some women prefer black, but women also like colorful objects and sometimes “bling” as well. For myself, I pretty much live in black clothing, but with other items, I feel black is somewhat boring. Also, when many things are black it can lead to objects blending into each other and not standing out. For instance, as I’ve gotten older, black on black, such as a black Uplula inside a black bag, is hard to see and differentiate. Colors stand out

and are easier to spot against a black background.

Going deeper, what if our enjoyment of color goes beyond liking “bling” or “pretty?” What if there’s a psychological reason for liking certain colors? Would it make you rethink the colors of the products you carry?

## COLOR PSYCHOLOGY

Do a quick search online utilizing terms such as color psychology and you’ll come up with a mind-boggling number of articles explaining the thought process behind preferences for certain colors.

Russian artist Wassily Kandinsky is usually given the credit for coming up with “Color Theory,” which sought to understand the relationship between various colors and the emotions they elicit. (If you want to get even deeper into his theories, he also said colors have shapes.) He attended a concert and realized that music elicited emotions and determined colors do the same thing.

Back to how color relates to retail and advertising. *Color Psychology: How Color Influences Decisions* by Nick Babich has a powerful explanation of the importance of color choices in retail marketing.

“Colors send a message without being overt and can thus determine

buying choices,” he said. “It only takes 90 seconds for a person to form an opinion about your product and it’s estimated up to 90% of that opinion is based on colors alone. Since color is often the first thing users notice, it has a huge impact on their thoughts. Color is a part of the language that designers use to communicate with their users. Having an understanding of color psychology is a key aspect of creating color palettes that increase conversion.”

How are colors described and what feelings are they thought to evoke? There are the “warm colors” of reds, oranges and yellows. Some consider these colors to be warm and comfortable. However, others think these colors are angry or powerful.

Then there are the “cool colors” of blues, purples and greens. Some feel these are calming colors or elicit feelings of trust, strength or health. Others find them boring.

Studies show some people correlate the color black with sadness, while others relate it to power or authority.

“

**What if our enjoyment of color goes beyond liking ‘bling’ or ‘pretty?’ What if there’s a psychological reason for liking certain colors? Would it make you rethink the colors of the products you carry?**

Babich discusses the importance of also being aware of the cultural meanings of various colors. He says brown can mean comfort in U.S. culture, but it stands for mourning in the Indian culture. In considering this, you’ll want to keep the culture of your target audience in mind.

## WHY DOES IT MATTER?

How can you use this knowledge of color psychology to increase sales to women?

Babich explains men and women



have different perceptions of color and he provides a chart showing color preferences.

Both genders like blue the best, although a larger percentage of men prefer it than women.

Women's second preference is the color purple, yet purple doesn't even register on the chart as favorable to men.

Interestingly, green is liked equally by men and women, while red is preferred slightly more by women than men.

Which colors are least liked by women (so would likely not be a sales strategy to appeal to us)? We tend to dislike orange the most, then brown, then gray. I was glad to find out I wasn't alone in this. In high school, I worked for the school nurse and she gave me a color test one day. I had to line up little blocks of color from favorite to least favorite. Orange was my least favorite color. The nurse told me there was something wrong with me for choosing orange last. Apparently, though, I'm just an average woman.

The color choices may not only be about what we feel but about what we want others to feel, showing the image you want to project or the message you want to send. For instance, for some women, wearing a red suit is often considered a "power suit." We're projecting an image of strength and sending the message that we expect to be respected and taken seriously.

Of course, recognize not everyone will agree with every choice. Different people have different "interpretations" of color or different "feelings" about various colors, sometimes based on their life experiences. Maybe Grandma's favorite color was pink so we associate it with fond memories of her.

#### DO COLORS SELL?

ERGO Grips is an example of a company that offers a wide variety of color choices to its customers. According to a customer service representative, while black is their best-selling color, the next bestsellers are purple, pink and Robin egg blue. The variety of colors they offer was

enough to grab my attention at SHOT Show a few years back, prompting me to take a picture of their display.

Remember earlier when we learned red is liked by both men and women, with women liking it slightly more? This resonated with me. While I don't have a particular favorite color, I'm often drawn to red. My only impulse firearm buy was when I walked into a gun shop and saw the eye-catching, stunning red on a Ruger 22/45 Lite. ("I need that," I said immediately.)



**You don't have to decide which specific colors get women to buy; simply provide a variety of colors to select from and let your sales show which colors are most popular.**

While I had been considering a new .22, literally all it took for me to make the decision then and there and stop looking was a color. I walked out of the store with the gun that day. I also have red holsters and mag holsters.

#### LET WOMEN SHOW YOU WHICH COLORS THEY PREFER

The bottom line: there's a lot of research discussing how colors can affect a person and their purchasing decisions. You don't have to decide which specific colors get women to buy; simply provide a variety of colors to select from and let your sales show which colors are most popular. From there you can determine what sells best and begin stocking more products in those colors. Try it out! **\$**



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BY MASSAD AYOOB

## STORE THRIVES WITH 90% OF WOMEN BUYING OWN GUNS

**W**e all want to sell more to women. Here, we're going to look at a gun shop devoted to this segment of the market — and thriving vibrantly.

So, why open a gun shop and training business focused on women?

"Because women wanted to learn how to shoot guns, but men didn't know how to teach them," answered Maria Dockery, owner of Femme Fatale ARMS & Training in Palm Bay, Fla.

She continued, "My husband, Richard, used to travel for business, and I was home alone in an empty nest in a nice neighborhood, but I noticed an increase in crime. Intruders were breaking in through Florida's traditional sliding glass doors while people were home. I told him one night I needed a gun and he said to go out and get one. I decided to educate myself and select my own."

Dockery ran into a conundrum women often encounter in similar searches.

"I ran into a male-dominated industry and was treated in a condescending manner. I wasn't allowed to ask follow-up questions because they had told me what I wanted and didn't want to waste any more time on me. They told me I needed a revolver because it was simple — point and shoot. The next store said the Ruger LCP because it was small and light. That's a

man's pocket gun; you need strength to control it. The final straw came at a big-box store when the clerk kept walking by me to wait on male customers.

When I tell that story in a women's gun class, I get nods of agreement. I still get women coming in to take classes who were standing at a big-box sports shop, and watched as a condescending clerk belittled a female customer. They did a Google search for ladies' gun stores and, of course, found us."

### GETTING STARTED

Thus the Femme Fatale ARMS & Training was born, now located in Palm Bay, Fla. The shop's mission statement is to "inspire, educate, empower women to take control of their own safety."

In 2019, *Shooting Industry* ran a short article on Maria's operation.

She recalled, "We started out in a flea market for two or three years, always moving to bigger spots and being careful to follow ATF regulations. Early on, we went to a gun show and had to set up a tent outside the building because we were not yet selling guns — just accessories, bra holsters and gun bags. We got the FFL while we were still at Renniger's, a huge flea market in Melbourne, Fla."

In their third year, the Dockerys expanded the business to a full-time operation with a brick-and-mortar store. (They continued exhibiting at flea

◀ Maria and Richard Dockery behind the counter at Femme Fatale. (Image: Gail Pepin)

markets on the weekends.)

"Adding a brick-and-mortar store was not easy; several places discriminated and did not want a gun shop in their plaza. We wanted a plaza because ladies don't go into industrial zones to shop. At one location we interviewed the landlord for an hour, and he finally said he did not want unsavory characters being brought to his property. He then put in a marijuana dispensary."

After some time, Femme Fatale opened its doors thanks to a firearms-friendly landlord — staying five years in their first location.

"Then, we moved to our current place in Palm Bay with better foot traffic," Dockery said. "Our customers followed us."

### BUSINESS DETAILS

Dockery has taken a multi-faceted approach to promoting her business. Decal advertising and word of mouth have been especially worthwhile.

"I put a wrapper on my truck; it's bright purple and pink, advertising 'Firearms Training for Women ... and Men.' People approach me when I'm pumping gas; they pump up their courage and ask about my classes. I keep brochures in my truck. Word of mouth is right now our biggest form of marketing. People love us and give us great reviews on Google."

However, social media has proved to be challenging.

"I struggle with social media," she admitted. "Just recently, a phantom person took over one of our accounts, hacked in and removed me as administrator on my own Facebook page."

Femme Fatale's income stream balance is 60% retail and 40% training. Training is on the rise.

"We have some new classes coming. Richard joined the business in 2020, and it's when training took off. He's a researcher. We started with basic safety — the class I work the best and most on. Then we started building more gun handling into our training offerings. Richard took classes from Pat MacNamara, Instructor Zero and others," she said. "We try to bring in higher-level cognitive involvement and biomechanics of properly handling a firearm. We want



to see tactical techniques learned the best way right out of the gate. We're proud when our graduates are shooting somewhere else and people there ask them, 'Where did you learn to shoot that well?'"

Today, Femme Fatale offers 15 different classes. Dockery informed they're working on programs for church security teams.

"The sheriff's department gives the church an overview of how to put their volunteer security team together, but people are still left with a sense of 'I need more,'" she explained. "So, we have multiple skill-builder classes. We're using SIRT pistols now. The church volunteers will be doing force-on-force role play with them, learning to maneuver around bystanders and such. We have two churches lined up for the training at this time."



**The final straw came at a big-box store when the clerk kept walking by me to wait on male customers. When I tell that story in a women's gun class, I get nods of agreement."**

**Maria Dockery** • Owner  
*Femme Fatale ARMS & Training • Palm Bay, Fla.*

The business has trained close to 5,000 students/customers so far. Maria is NRA-certified as an instructor in multiple disciplines. When she got into her first class with a Blackwater alumnus, she received an email from him saying, "You know, this is not introductory, you could get an owie." She coolly replied she could handle it,



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and then attended and proved it. She has taken classes from Dave Benton, late of the Benghazi rooftop, as well as classes from John Froscher and Izzy Matos.

### SELLING TO WOMEN

Having established the Femme Fatale team's credibility, let's get to the Dockerys' advice to their fellow firearms retailers on how to sell defensive guns to women. Firearms sales at this shop are about 95% personal defense-oriented as opposed to sporting use.

Both Maria and Richard told *SI* that over the past two years women — particularly those new to shooting — have been picking larger handguns.

"The Smith & Wesson Equalizer is a real big hit, but they're going for GLOCK 45, 17 and 19 and also the IWI Masada and the Walther PDP-F — all in 9mm. For people who don't have a budget restriction, the Walther is what they usually go for," she shared.

The proprietors are happy to note husbands rarely buy guns for their wives; 90% of their sales are women buying their own guns. About 10% of female customers get their gun paid for by husbands, boyfriends or dads. A lone male shopping for a gift gun for a female in his life will be strongly encouraged to bring her in and buy her what *she* picks out.

"We don't sell guns for men to give to their wives unless the wife picked it out,"

Dockery stated adamantly.

For the many of our readers who will probably agree with this philosophy, feel free to use the following explanation from Mrs. Dockery: "You can't buy shoes for someone else and expect them to fit perfectly. The same is true of firearms."

Femme Fatale's most popular long guns are AR-15 carbines — and, Dockery adds, "AR pistols because they're lighter. We sell very few shotguns. We have customers who walk in and ask for a shotgun for home defense, and Richard and I will discuss the misconceptions about shotguns and steer them toward carbines. We do offer shotgun classes, but the AR, usually in 5.56, is much more popular."

A final lesson: Femme Fatale has won big credibility points from gun purchasers for the company's avid support of Second Amendment rights. If you look at the recent picture of Florida Governor Ron DeSantis signing the constitutional carry bill into law in his state, you'll see Maria and Richard Dockery proudly flanking him. **SI**

As mentioned above, *Shooting Industry* published an article on Femme Fatale's origins in the May 2019 issue. Here's a link to "Taking Matters Into Her Own Hands": [shootingindustry.com/discover/taking-matters-into-her-own-hands-2](http://shootingindustry.com/discover/taking-matters-into-her-own-hands-2).

## 6 Things We Learned From

# 2023

By Tim Barker

**R**elative to our recent years of turmoil, 2023 has been a fairly tame affair. As with all other years, this one has its defining characteristics.

Before we turn the page on 2023 and start looking at 2024, it's time to take a look back and see what we learned. To help do this, we asked four dealers from across the country to share their thoughts.

Our panelists: Jacquelyn Clark, owner of Bristlecone Shooting in Lakewood, Colo.; John Phillips, president of Poway Weapons & Gear (PWG) in Poway, Calif.; Larry Hyatt, owner of Hyatt Guns in Charlotte, N.C.; and Paul Bastean, managing director of Ultimate Defense Firing Range & Training Center in St. Peters, Mo.

So, let's look at some of the trends — some new, some emerging — from 2023.

### 1. HANDGUN OPTICS ARE NOT JUST A FAD.

Can you think of a significant firearms manufacturer that isn't offering at least one

model ready for a red dot? We even have revolvers — from Taurus — jumping into the pool. But what about the demand for these guns?

Clark answered, "Yes, but at the right price point. We've had some success at the lower price point (think Holosun), but not at the higher end."

According to Bastean, Ultimate Defense heavily promotes handgun optics for a variety of applications, including plinking and self-defense.

"Most of our local law enforcement has switched to red dot sights. A lot of people tend to emulate what law enforcement is doing. So, it's definitely one of the growth areas we saw in 2023," he observed.

Optics are particularly appealing to older customers, and anyone with vision challenges, according to Hyatt.

"The optic fixes that. They've got them small enough now you can carry them. We're still running behind on holsters and ways to carry them, but it's very popular," he confirmed.



Customer favorites?

"It's all over the board," Hyatt said. "You always have the group who wants the best. And you also have the ones who are looking for the cheapest. And then others are in between."

At PWG, adaptation has been a little slower due to California's strict laws about which guns can and cannot be sold in the state. Presently, there are no optic-ready guns on the approved roster.

"You have to make fundamental changes to the firearm to add an optic," Phillips pointed out. "But people are doing it; they're spending the extra money for the new slides. It means the lower-priced optics are certainly easier to sell."

## 2. SALES ARE SLOWING.

Sooner or later, the fear-fueled sales surge had to slow down and by the end of summer, it was happening across the country.

"Things are starting to pick up slightly for the holiday season, but even that is somewhat slower than normal," Clark noted. "One thing we've learned this year, and I'm sure the industry has experienced the same thing, is we're not immune to general economic slumps. It feels like people have less discretionary income to participate in classes or to buy higher-end accessories."

Again, California's unique firearms laws tend to make it more difficult to draw comparisons with the rest of the nation. Things were slowing down in the summer and early fall.

"Then our governor announced he's going to go after an 11% tax hike on firearms and ammunition," Phillips shared. "So, we're already starting to see people come in and buying to get ahead of that."

Hyatt forecasts a tough market.

"You know, we've been on top of the mountain for several years, selling everything we can get but now things have changed," he said. "Production is higher than demand. Once that happens, you have problems with pricing and problems tying money up

“

**You're not going to fight the modernization of the shopping world.**

**If you're not going to engage the consumer in online shopping, then it's just a matter of time before you're not going to be a competitive factor anymore.”**

**PAUL BASTEAN** • *Managing Director*  
Ultimate Defense

for dealers. This is going to be a tough market for the next little bit.”

For now, at least, the industry has lost many of the external forces that were driving intense customer demand.

"We don't have riots and social unrest. We don't have COVID driving sales. So, the combination of factors have hit and we're going to see slower, but not bad sales," Hyatt added.

At Ultimate Defense, Basteau has seen contrasting fortunes with new and used guns.

"New gun sales are probably our worst. Ammunition has slowed down considerably, but we've done really well with used guns — especially with the baby boomers passing. We just picked up 304 guns two days ago from an estate after a baby boomer passed."

What's to blame for the slowdown?

"Nobody knows with 100% certainty," Basteau replied. "The assumption is the economy. There just doesn't seem to be as much disposable income as there has been in years past. Our clientele is middle class and for us, we can sell guns for up to \$500 with no problem. Then there seems to be a gap between \$500 and \$1,500. Those guns are the most difficult to sell. Then you get into the higher-end stuff, where we have no problem selling a \$15,000 machine gun."

## 3. INVENTORY CHOICES ARE BACK.

Gone, for now at least, are the days of worrying about how you are going to fill those empty display cabinets. It's not perfect yet, but most manufacturers are able to supply what you need.

"We can pretty much get anything we want to at this point," Basteau noted. "The unfortunate thing is there hasn't been anything introduced that's 'groundbreakingly' exciting with people lined up around the block to get it. I think COVID hit R&D pretty hard. So, the models coming out right now are just modifications of an existing model."

Slower sales and easy access to inventory can create issues for dealers that bring in more inventory than they can comfortably move, according to Hyatt.

"A retail store has huge amounts of capital. If you have to borrow money today, the interest rates are so much higher, which is a huge cost. Forecasting sales with a drastic change in demand is very difficult. Do I buy 10 or do I buy five? The buyers will really have a hard time because everything they had to do during the last three years doesn't work now," he said.

When it comes to production guns, Phillips says supply has been restored. The challenge has been with guns produced on a more modest scale.

"You can get what you want with the polymer firearms and the mass-produced stuff, but we're still behind on some of the harder-to-get items. Some of the revolvers and lever actions are

still behind. So, I'd say we're getting close to back to 'normal' — but on some of the harder, non-polymer products, it's still a little bit lagging."

Says Clark, "It's so much better than two or three years ago, it's hard to even remember what it was like during COVID when you couldn't get stuff and the lead times were ridiculous."

Customers, it seems, also tend to have short memories.

"If somebody places a special order and it's not there like the next morning, they're wondering where it is," Clark noted.

#### 4. IT'S GOING TO TAKE CREATIVITY TO "WOO" CUSTOMERS.

When sales slow, it's no longer enough to just open your doors each day and wait for customers to find you. It's time to break out your best marketing ideas to draw in customers, both old and new.

"We haven't tried anything that works as good as sweat advertising — taking extra time on the phone, where you've got that one minute to talk to a customer one-on-one. Don't just give them a price or say you don't have something. Talk to them a little longer and give them a reason to want to come to your store," Hyatt said.

Adding value is essential, Clark emphasized.

"You've got to be much more creative from a marketing and promotional standpoint. We're coming up with new ideas and ways to bundle products so people will feel like they're getting more value for their dollar," she said.

For Bristlecone Shooting, this means putting together a package deal with a rifle, optics and ammo, showing how much the items would cost if purchased separately. Another offers "staff picks," with various staffers choosing a favorite gun, optic or accessory, with those promoted in the store and on social media. There's a firearms instructor at the range on Tuesday nights, offering free advice to customers.

And then there's "The descent" — taking something that's been in inventory for too long and dropping its price every Friday until it sells.

“

**We haven't tried anything that works as good as sweat advertising — taking extra time on the phone, where you've got that one minute to talk to a customer one-on-one. Don't just give them a price or say you don't have something. Talk to them a little longer and**

**give them a reason to want to come to your store.”**

**LARRY HYATT** • Owner  
Hyatt Guns

"People like watching stuff like that on social media and in the store," Clark shared.

According to Bastean, Ultimate Defense is always looking for ways to use its range to create events that will keep customers interested.

Among them is a gun-of-the-month promotion where customers buy themed targets (it was pumpkins in October) and then get raffle tickets based on how well they shoot those targets. In one recent month, the prize was an overstocked handgun with a red dot.

"Retail on the gun was like \$650. We pulled in \$1,100 in the raffle. So, we got rid of a gun that was a slow mover for us and we ended up selling it for double retail," he remarked.

PWG's robust membership gives

Phillips a reliable revenue stream when retail sales are down.

"Even though things have slowed down, we saw a 30% growth in membership last year. We're over about 9% this year. So, with our growth and memberships, we see the loyalty from foot traffic and people shooting and coming to use their membership. It helps us kind of navigate the slower times," he offered.

#### 5. COMPETE EFFECTIVELY WITH ONLINE-ONLY STORES.

Competing purely on price with online operations is a challenge. What can brick-and-mortar stores do to level the playing field?

To Hyatt, it's a simple formula.

"First, join them. Have an online site you use just like the old Yellow Pages. You can update it any time and advertise your products, services and geographical advantage," he said. "Second, carry inventory a mile wide and an inch deep to attract customers. Third, do transfers; \$49 is a good number. Get the customer in your store. Be nice. Sell them accessories. Fourth: carry primers, powder, shot. It's very expensive to ship. Fifth: gunsmith service."

Phillips also recommends conducting transfers and using it as an opportunity to educate a customer.

"We charge transfer fees for people who bring in firearms," he informed. "And we educate people as to what they think they're saving. Often, when the dust settles, they really haven't saved as much as they thought they did. Sometimes they're upside down."

Likewise, Clark sees the bigger picture when it comes to transfers.

"You have to compete on a personal level and offer extra value," she reasoned. "There are some dealers who are reticent to do transfers, but from the consumer's point of view, they're just looking for the best price. A guy recently came into the store for a transfer and we took really good care of him. He ended up buying a membership. He bought a class — and he wrote a five-star review. That's what we compete on, not necessarily the price of a GLOCK 19."



At this point, Bastean conceded there's no sense in avoiding the online marketplace, which accounts for 40% of his shop's business.

"You're not going to fight the modernization of the shopping world. If you're not going to engage the consumer in online shopping, then it's just a matter of time before you're not going to be a competitive factor anymore," he urged.

## 6. MANUFACTURER REBATES ARE A DOUBLE-EDGED SWORD.

Just like you, firearms manufacturers are looking for ways to generate interest and sales. Sometimes this means giving away magazines and other accessories you might otherwise sell customers. How does this impact your shop?

"They absolutely hurt us," Phillips stated. "I've told every manufacturer that will listen to us they want us to sell our highest-cost, lowest-margin product, which is their firearms. Then

they want to go out and give away our lowest-cost, highest-margin products."

Cash rebates are a much better option — allowing the customer to immediately use the windfall on magazines or other accessories.

"That's the way the manufacturers should be doing it," Phillips contended, "but it's easier to give away free products to move their guns. They really don't care if it hurts the retailer."

Clark welcomes when a manufacturer offers free guns with larger inventory purchases, which can make great items for in-store prizes. Even the accessory giveaways can help.

"We usually promote those directly to the consumers. There's moderate success as far as actually bringing in people who are looking for a deal," she informed.

Hyatt sees some potential benefits to giveaways, but only if the manufacturers market them in a way to bring customers into the store. It does no good if the customer only learns

about the deal from in-store displays, he says.

"It's how the factory gets the information to the consumer that's going to help us the most," Hyatt lends.

Bastean highlighted these incentives can be a double-edged sword.

"Absolutely, it helps, especially if you have somebody who is kind of stumbling over a decision. That incentive can help someone trying to make a justification as to why they should spend the money," he noted. "But sometimes it's a double-edged sword too. Springfield Armory does its magazine promotion enough that people will hesitate and wait for the next magazine giveaway." **SI**

Which of these six observations stands out to you the most? What would you add? We want to hear from you! Connect with us on Facebook, LinkedIn or by email — [editor@shootingindustry.com](mailto:editor@shootingindustry.com).



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## Challenge Your Team With These 4 Functions

**No** period in retail has exemplified workplace change more than the past five years.

Retail establishments now have more ways to connect with customers, serve their needs and deliver goods and services than ever before.

Along with this shift comes the need to examine and incorporate new roles, responsibilities and even job titles to engage fully in the new retail landscape.

For those retailers who do

not fully accept and engage with this evolution, it puts their business at risk of falling behind the competition — and I'm not talking about the other gun shop or range across town; I'm referring to other retailers in general.

The key here is to create an ecosystem within your business that gives consumers no excuse to do business elsewhere.

A recent survey conducted by Propel Software shows 54–57% of consumers today are very willing to brand hop if they do not get the experience they expect.<sup>1</sup> This underscores that stores have to meet customer expectations. Because of this, we need to challenge our employees in new and revolutionary ways. Here are a few.



### 1. Membership Coordinator → Customer Engagement Manager

When 65% of a business's annual revenue comes from repeat customers it should be clear customer engagement is paramount to profits.<sup>2</sup> Therefore, a customer engagement manager is a must-have.

Think of this as the evolution of the membership coordinator. Historically, range operations were dependent on membership revenues to keep a firing range's profits healthy. This often entailed the membership coordinator signing up new members while also engaging with current members to keep their memberships active.

Through the years this tactic has shown membership coordinators to be one of the highest ROI (return on investment) employees a range can employ.

For those of you reading this who do not operate a range, "Why would I need a customer engagement manager?" might be on your mind. It becomes obvious when you assume every customer who engages in a business, be it a range or retail, as a member. There are near limitless channels to communicate and connect with your customers, and it has gotten to the point where you need a person dedicated to this task, be it a range or retail-only facility.

Social media, emails, SMS text messages, events, influencer partnerships and brand ambassadors are all things stores need to manage to maximize their opportunities to succeed today.



***Time has shown these roles can make an impact beyond their expense in driving your business (and bottom line) into areas of success you never would have expected.***

Larry Hyatt • Owner  
Hyatt Guns



Let me rephrase: customers expect us to engage with them in these ways; it's not an option!

### 2. Buyer → Inventory Manager

In a past article — "It's Time To Evolve" ([shootingindustry.com/discover/its-time-to-evolve](http://shootingindustry.com/discover/its-time-to-evolve)) — I mentioned how important it is for the role of "buyer" to evolve into a more encompassing role of "inventory manager."

With the ever-changing dynamics of consumer

demand for products, the thinning of margins and the multitude of places consumers can purchase products, the need for the role of inventory manager has arrived.

Modern point-of-sale systems (POS), auto-replenishment systems and big data providers (GearFire's RetailBI and NASGW's SCOPE, just to name a couple) offer an opportunity for businesses to make smarter, faster and more profitable inventory decisions.

The key here is to give an employee the time and opportunity to handle these tasks on a full-time basis. Without it, you'll be in a constant state of playing catch-up while trying to stay on the trend.

### 3. "Abstract" Merchandising Manager → "Actual" Merchandising Manager

What is a merchandising manager, you ask?

Merchandising refers to how you promote your products, price them and any special deals available — as well as how you present and display the products or services in your store. The idea is to use these aspects and other techniques to influence a customer's buying decisions.

This job title is nothing new but, historically, it was thought of as something only for big-box retail (e.g., clothing stores). To compete in today's landscape, however, we need to employ as many tactics as possible to convince the customer to buy from us before they leave the store.

Key tasks would include but are not limited to price

comparison research to make sure your shop has market-relevant pricing on the goods and services you provide, managing and deploying merchandise displays in your store to maximize upselling opportunities, as well as tasks as simple as making sure the store looks well stocked and presentable.

Depending on the size of your shop, this may be a full-time or part-time role. But make no mistake: if these tasks are not part of your day-to-day operations, you are leaving revenue on the table. There are even companies you can hire to get these tasks completed on a “shared resource” basis. Just search “Retail Merchandising Shared Services” on your favorite search engine and explore.

#### **4. Web Manager → “Do-All” E-Commerce/Logistics Specialist**

With the massive shift in how people buy, propelled by the pandemic, the time for small businesses to employ a dedicated e-commerce/logistics specialist is in full force.

Today’s market requires you to conduct business online — if you’re not, you’ll be nearly invisible to your customer base. Let me make it clear, though: an e-commerce specialist isn’t spending their day taking pictures and writing descriptions of the five used firearms you purchased over the weekend.

Their roles and responsibilities should extend well beyond simple auction posting. Instead, their day will be consumed with responsibilities such as managing your Buy



***Give an employee the time and opportunity to handle to these tasks on a full-time basis. Without it, you’ll be in a constant state of playing catch-up while trying to stay on the trend.***



Online Pickup In-Store (BOPIS) customers; returns and exchanges; confirming products sold online are shipping out in a timely manner; making sure your website is up to date with current inventory; negotiating with customers for trade-in/used firearms from all over the country; managing your online pricing to meet market conditions; and potentially even fulfilling orders to customers from brands you’ve partnered with.

At a time when the economy is making it more and more challenging to land the volume of sales you need to be profitable, an e-commerce/logistics specialist can be the best way to cast a wider net, engage with a broader customer base and close new sales.

The key here is to dedicate time and effort to this facet of your business. In the world of e-commerce, unlike baseball, the “build it and they will come” concept doesn’t work.

#### **A Worthwhile Endeavor**

It can truly be overwhelming — both intellectually as well as financially — to think about all the roles and tasks not getting their due attention in your day-to-day operation. However, time has shown these roles can make an impact beyond their expense (and bottom line) into areas of success you never would have expected.

Start small and engage with one role at a time, evolve how you do business and make your shop the best it can be! **SI**

Which of these four roles does your store need most? What’s the biggest factor keeping you from adding them? Send us your feedback! **editor@shootingindustry.com**

#### **Footnotes**

1. <https://www.propelsoftware.com/lp/what-customers-want>
2. <https://www.zippia.com/advice/customer-loyalty-statistics>





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# SHOT SHOW 2024 PREVIEW

## Industry Primed For Biggest Event Yet

By Jade Moldae

Previously labeled as “the Super Bowl and Christmas Day wrapped into one” for the firearms industry, the SHOT Show serves as an important inflection point, launch pad and revenue generator for thousands of businesses in our space. With more than 2,500 exhibiting companies, 50,000 motivated industry professionals and 13.9 miles of aisles on display, it’s hard to argue against that assertion.

Here in early December, SHOT Show 2024 is roughly 50 days away — which will quickly feel much closer with the holidays at hand. To give attendees and exhibitors a leg up on what to expect at the industry’s largest event, we sat down with Chris Dolnack, NSSF SVP and chief customer officer, and Melissa Schilling, NSSF managing director, exhibitions and conferences.

### RECORDS CONTINUE TO FALL

With the expansion to Caesars Forum in 2022, SHOT Show’s exhibiting footprint eclipsed any previous show in the event’s history. And it only continues to grow.

After reaching 816,000 net square feet across The Venetian Expo and Caesars Forum venues in 2023, 2024 is primed to set the record as the largest SHOT Show ever with the addition of the Archery Business Pavilion.

In October, *Trade Show Executive* ranked SHOT Show as the eighth largest trade show (measured by net square feet) in the U.S. The show is now also the third largest trade show held in Las Vegas. These feats are a testament of the industry’s resilience, according to Dolnack.

“These figures show the passion our industry has — there are always new companies who want to gain access to the market,” he said. “And, despite our detractors’ best efforts, we’re still growing. There are



still companies on the waiting list, even after the expansion to Caesars. With the addition of the Archery Business Pavilion we'll be at 816,000–820,000 net square feet in 2024."

### PURPOSEFUL GROWTH

Dolnack pointed out NSSF isn't looking to grow the SHOT Show "just for the sake of it."

"Everything has a maximum size," he said. "We don't want to get big just for the sake of getting big, because then the customer experience diminishes. There's an intersecting line between the size of the show and the customer experience — if the show gets too big, it's not as valuable."

To that end, the NSSF has put procedures in place to confirm qualified buyers attend the show.

"As far as the customer service for qualifying our buyers, our show management team does an excellent job looking at the different documents to

show a prospective attendee is, in fact, a buyer — which ensures a quality attendee," Schilling said.

While Dolnack understands these procedures could be frustrating for established attendees, they're a necessary component of providing a better show experience for all.

"I know people get annoyed with it, but this is our way of making sure businesses are still active — which is why we ask for an FFL, invoice, etc. It keeps out the tire kickers. We know there are those who are going to get in from buyers or exhibitors to some extent, so we try to do everything we can without going over the top."

He continued, "We want to make sure exhibitors are getting the qualified audience they're paying for. It wouldn't do us any good if we had 100,000 who aren't qualified. It's better to have 50,000 attendees who are engaged and active."

### A FRESH WAVE

According to Schilling, one of the lasting impressions of SHOT Show 2023 was the significant percentage of new

buyers at the show.

"33% of buyers at SHOT Show 2023 were first-time buyers," she said.

Schilling attributed this figure to a mix of NSSF's marketing efforts and the fact 2023 was the first "normal" SHOT Show since 2020.

"With our marketing and approach last year we were able to reach different segments," she stated. "We can't pinpoint exactly why we had so many first-time buyers last year, but the pandemic likely had a significant effect. New buyers also came in as a result of businesses changes. We'll see if these trends continue at SHOT Show 2024."

Dolnack heralded the success of NSSF's diverse marketing efforts to reach new buyers.

"We had different messaging to reach sporting goods stores, gun shops, L.E., military and shooting ranges," he said. "Each segment got materials that would specifically appeal to them and pointing out the value of attending the show."

Dolnack shared which values appealed most to



**These figures show the passion our industry has — there are always new companies who want to gain access to the market. And, despite our detractors' best efforts, we're still growing."**

**Chris Dolnack**  
SVP & Chief Customer Officer  
NSSF



One of the advantages of attending SHOT Show is the unrivaled tactile experience with products.

prospective attendees.

“Seeing all the manufacturers, networking opportunities, getting to interact with members of the media, attending education sessions all ranked high,” he noted.

## DELIVERING FOR CUSTOMERS

In the last few years, “networking” has grown as one of the most desired and important facets of SHOT Show.

“In our post-show research, networking has consistently ranked higher and higher. It was in the top five, it’s now in the top three. If this is what the customers want, then we need to deliver it,” Dolnack said.

This led to the creation of the SHOT After Dark program, which debuted at SHOT Show 2023. For 2024, SHOT After Dark will have events on each night of SHOT Show week, beginning Monday.

Flagship networking events — All-Star Jam Concert (Tuesday, Jan. 23), Industry Networking Reception (Wednesday, Jan. 24) and Industry Happy Hour (Thursday, Jan. 25) — will provide ample opportunities for attendees to connect after hours.

Schilling shared why this program has become such a vital part of SHOT Show’s offerings.

“What we found, as were making the decision to add more networking, is when exhibitors were purchasing lead retrieval to scan badges a lot of it was happening after show hours. They were taking their cell phones and were scanning badges, so you saw the need for networking and the business taking place,” she said.

“It’s a case of staying in touch with your customer and trying to meet it,” Dolnack added.

## EDUCATION OPPORTUNITIES

SHOT Show week offers ample education opportunities for business owners and L.E. professionals alike.

Previously held in a one-day



Attendees will be able to connect with hundreds of brands at the 2024 SHOT Show. (Image: NSSF)

format on the Monday before SHOT Show, SHOT University expanded to encompass three days in 2023 — which will be continuing in 2024. Tuesday–Thursday, dealers will have a variety of education sessions and panel discussions on offer — ranging from tips for improving profits in 2024 and using ChatGPT to amplify business to an NSSF state legislature affairs update and an FBI/NICS town hall discussion with ATF. After being held in the Caesars Forum last year, SHOT University will be back at the Venetian Expo this coming show. (See the online version of this story for the full schedule.)

SHOT Show’s Law Enforcement Education Program (LEEP) has various training sessions running throughout the week, as well. New for this year, *American COP* — a sister publication of *Shooting Industry* — teamed up with NSSF to provide law enforcement professionals with a variety of courses they can take and receive enrichment certifications.

## WHAT IT ALL BOILS DOWN TO

SHOT Show not only serves as a key cog to kick-start the New Business Year, it’s also a crucial

revenue generator to support NSSF’s many programs.

Dolnack shared his goal for attendees of SHOT Show: “We want to help keep you in business, and we want to help you grow your business.”

He continued, “At the end of the day, we’re taking two sets of customers — exhibitors and buyers — and putting them together and creating a memorable experience. It’s really all about how they feel while they’re at the show, directly after the show and six months after the show. That’s what stays with them and determines whether the show is successful or not.”

In just several weeks, attendees will literally have thousands of opportunities to enrich their businesses, make new connections and identify the next wave of surging new products during SHOT Show Week 2024. **SI**

### MARK YOUR CALENDARS

SHOT Show 2024 will be held Jan. 23–26, while SHOT Show 2025 will be Jan. 21–25. For a full schedule of events, visit [shotshow.org/schedule](https://shotshow.org/schedule).



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By Ashley McGee

# MAXIMIZE YOUR INVESTMENT

## 7 Tips For Trade Show Attendees

**E**ach year, thousands of owners and employees from firearm ranges and retailers flock to exhibit halls and convention centers around the country to attend shooting, hunting and outdoor industry trade shows.

Considering the cost of registration and travel, not to mention time spent away from day-to-day

business operations, the decision to attend is often not made lightly. The key to positive ROI (return on investment) lies not only in attending the event but also in how effectively you leverage the opportunities it offers. Here are some tips and strategies to help maximize your investment when attending trade shows.

### 1. CHOOSE THE RIGHT EVENT.

Selecting the right trade show or convention to attend is a critical decision for individuals and businesses looking to maximize their ROI. Location, dates and costs associated with attending are obvious factors to consider. On the surface, a show located geographically closer to

you may seem like the best option.

However, John McNamara, managing director of member services for the National Shooting Sports Foundation (NSSF), said it's important to consider the event's goals and objectives.

"Most consumer shows and trade shows within the shooting and outdoors industries will have many of the same brands exhibiting," he noted. "But the focus of consumer shows is typically on growing brand awareness and marketing products to end users, whereas a trade show like SHOT Show helps brands make operational decisions like production planning."

McNamara continued, "As a result, it's not



uncommon to see key decision makers like a brand's CEO, CFO, chief marketing officer, sales director, etc., at a B2B trade show. You don't typically see these folks at consumer shows."

With this in mind, if you're trying to decide whether to attend a particular show or narrow down the field of options, consider how well the goals of the show organizer and exhibitors align with those of your business.



## The key to positive ROI lies not only in attending the event but also in how effectively you leverage the opportunities it offers.

### 2. SET CLEAR GOALS.

Again, before you even set foot in the trade show venue, it's essential to define your objectives.

Ask yourself the following:

- What do you hope to achieve by attending this trade show?
- Are you looking for potential new suppliers? If so, in what product categories?
- Do you want to learn about industry trends?
- Are you interested in expanding your professional network?

Once you've established some

goals, it's easier to tailor your trade show strategy accordingly.

### 3. DO YOUR PRE-SHOW HOMEWORK.

To maximize your ROI, prepare for the trade show in advance. Research the event, including exhibitors, speakers and schedules. Identify key players in your industry who will be attending and plan to visit their booths or attend their presentations.

Additionally, reach out to your existing contacts and connections to let them know you'll be attending. This can help to schedule meet-ups in advance rather than leave the potential for a run-in up to chance.

For peak efficiency, make the most of technology. Download the event app, if available, to access maps, schedules and exhibitor information.

### 4. CREATE A GAME PLAN.

Once you have a list of exhibitors, sessions and events you want to attend, create a detailed schedule. Be sure to allocate time for networking, visiting booths, attending seminars and taking breaks.

Prioritize activities based on your goals while keeping the floor

plan in mind. For large shows like SHOT Show, with more than 2,500 exhibitors spread across 18 acres of exhibit space (plus 50,000 attendees), consider how long it'll take to get from point A to point B.

A well-structured schedule will help make the most of your time at the event.

"If it isn't feasible to attend for the full week, consider going later in the week rather than when the show opens," suggested McNamara. "It's often easier to cover more ground or have meaningful conversations on Wednesday/Thursday or even Thursday/Friday when things quiet down a little."

This step is also where you should consider whether a "divide and conquer" strategy would be the best way to achieve your business's goals.

"Bring a team if you can," said McNamara. "Trying to do a large-scale show like SHOT Show on your own can be overwhelming. Having even two or three people to help split the show floor can help to accomplish all that you want to."

He suggests giving each person on your team a task to be responsible for, then scheduling a debrief to share information when you return.



Taking a "divide and conquer" approach at major trade events — such as SHOT Show — will give you more bang for your buck. Have members of your team seek out new leads, while also maintaining close relationships with established vendors. (Image: NSSF)

## 5. TAKE ADVANTAGE OF COST- AND TIME-SAVING OPPORTUNITIES.

From registration fees, food and lodging to transportation not only to a show but within the destination city, expenses can add up quickly. Take advantage of both cost- and time-saving opportunities to help maximize your return on investment.

The time saved by staying at an on-site or neighboring hotel is likely enough to justify the cost difference of a more affordable hotel located further away. Book early for the best selection and to lock-in discounted group rates.

If a show is hosted by a membership organization, like the NSSF's SHOT Show, becoming a member can yield significant savings.

"You don't have to be an NSSF member to attend SHOT Show," McNamara informed. "But your first ticket is included with the cost of membership and each additional is only \$35, whereas registration for non-members is \$150 per person. Members also receive discounted enrollment for SHOT University courses (\$40 vs. \$75), as well as other events throughout the year."

For some shows, like the National Wild Turkey Federation's (NWTF) annual convention or the NRA's annual meeting, members can attend for free.

Other savings opportunities may include early-bird discounts, multi-day offers or incentives to pre-purchase tickets online rather than at the door.

## 6. ATTEND RELEVANT WORKSHOPS AND SEMINARS.

Time can get away from you quickly when you're perusing the aisles and checking out all the new products exhibitors have to offer, which is why making the previously mentioned game plan is so important.

Trade shows often offer workshops and seminars led by industry experts. These sessions can provide valuable insights and knowledge about industry trends, best practices and more. Be selective in choosing the ones that align with your objectives and interests.

"The FFLs Guide to an ATF Audit & How to Prevent a NOR' is a must-attend for both seasoned and new industry players at SHOT



**It's important to go with the mindset to network and build relationships, not just focus on products. Don't overlook opportunities off the show floor."**


**JOHN MCNAMARA, NSSF**

Show 2024," said McNamara. "Being compliant doesn't earn you extra money, but it can help keep you from losing your entire livelihood."

Educational seminars also offer opportunities to learn from your peers and potentially even your competitors.

"It's important to go with the mindset to network and build relationships, not just focus on products," McNamara added. "Don't overlook opportunities off the show floor."

## 7. EVALUATE YOUR ROI.

Lastly, after the trade show, it's crucial to assess your return on investment. Review your goals and analyze whether they were achieved. Calculate the tangible and intangible benefits of attending the event to help you refine your strategy for future shows. 



There's no place like in-person events to see what's exciting other attendees and develop new partnerships to benefit your business. (Image: NSSF)





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# 100-YARD ZERO ON A 25-YARD RANGE?

Image: Todd / Adobe Stock

## Developing The “Short Zero” At Your Range

By B.A. Stear

**Y**our customer has a slight problem — he just mounted a new optic to that sweet rifle but doesn’t have convenient access to a long-distance range to zero it. Indoor range owners also have a slight problem — their building isn’t large enough to accommodate a 100-yard indoor range so most had to settle with 25 yards.

Luckily, the solution was developed by a genius named Newton back in the late 1600s.

Yes, Sir Isaac Newton and an apple falling from a tree is no different than a bullet dropping out of your barrel.

What Newton helped us discover is the weight (technically, mass) of an object does not affect how it falls. An apple will fall at the same speed as a bullet, and a light bullet will fall at the same speed as a heavy bullet. Gravity affects all objects the same, and if you don’t believe me, watch a YouTube video on bowling balls versus feathers falling in a vacuum.

### THE “SHORT ZERO”

So why do you (as a proud range owner) and your customers (as proud rifle owners) care? Because it allows us to zero a rifle at your indoor range to simulate any distance you want. We call

this the “short zero” and the math to determine where to punch a hole at 25 yards to have the bullet drop right back to a 100-yard (or any) zero is easily accessible from a ballistics calculator. You just need three numbers: scope height, muzzle velocity and the zero distance.

Now the first response I get from everyone on this is that the bullet weight must matter. Well, it does, but not in the way you think — and not in a meaningful way. The weight doesn’t affect the gravitational drop, it affects the ballistic coefficient (BC).

Since most bullets are made from the same materials, a heavier bullet is physically larger than a lighter bullet, which slightly changes its BC. However, the very slight differences in the BC (let’s



just call it drag) between a 180-grain bullet and a 150-grain bullet from the same manufacturer is almost negligible for distances under 150 yards.

Again, you probably don't believe me, so hop onto Hornady's ballistics calculator website and enter the exact same values everywhere (including BC) in the first calculation but double the bullet weight in the second calculation. The trajectories will match — bullet weight is not a factor.

The above "conversation" we just had is a daily occurrence at Shoot Indoors franchises, so we developed a very simple method you can use at your indoor range. Since most studies show four out of 10 Americans hate math, we cut out all the math that really doesn't matter and added a shockingly simple calculator to our website to help: [www.goshootindoors.com/calculator](http://www.goshootindoors.com/calculator).

## GETTING STARTED

1. Measure the distance from the center of your barrel (barrel axis) to the center of the scope tube (optical axis). This is typically between 1.5" and 2.5".

2. Find the muzzle velocity of the ammo being used. This is usually written on the box as muzzle velocity (MV) when it exits the barrel (at 0 yards). If it's not listed, Google it.

3. Pick the desired zero. Most hunters choose 100 to 150 yards, but it's dealer's choice.

These numbers then get entered into our ballistic calculator to calculate the impact point that corresponds to the maximum distance of your indoor range. Our ranges are set up at 20 or 25 yards, so look for the number beside your actual target distance listed on the calculator mentioned above.

In this example, we want a 100-yard zero, but the maximum target distance is 25 yards. To actually simulate a 100-yard zero, the bullet must punch through the target exactly 0.75" low on a 25-yard target. (If you visit the calculator on our site, you'll see this is the number next to

25 yards. The number zero is next to 100 yards, since it's our actual goal.)

## NEXT STEP: ACTUALLY SHOOTING

1. Grab a ruler or measuring tape and draw a dot on your target 0.75" below the bull's-eye.

2. Place your crosshairs directly on the bull's-eye, and squeeze off a round or two.

3. Adjust your scope (i.e., start clicking), shoot again and continue this process until the actual bullet hole lines up exactly with the dot you made. We have provided more details on this below.

66  
**Once you get good at this method, it will only take five minutes to zero a customer's rifle. With the average indoor range distance being 25 yards, this is a great service to the industry.**



Once your bullet hole on the 25-yard target lines up precisely with the dot you made, you're now on the trajectory path for a 100-yard zero. Based on our experience, if you do these above steps correctly, your rifle should not be more than 1" off the bull's-eye when you get out to the field to shoot at full distance. We even had a guy send us a thank-you photo of an animal he shot at 200

yards with the rifle he short-zeroed at our 25-yard indoor range (no field testing). I don't recommend this if avoidable, but as an astrophysicist, I do trust the physics.

## SCOPE ADJUSTMENTS

Now I know the majority of us hate math, but this is unavoidable for the scope adjustment portion. If your scope has a dial with 0.25 MOA clicks, it means each click will move the impact point 0.25" at 100 yards (up, down, left or right). If the bullet hole on your 25-yard target is off by 1", it actually translates into 4" at 100 yards ( $100/25 = 4$ ).

To move the impact by 4" at 100 yards, you will need to make 16 clicks ( $16 \times 1/4" = 4"$ ). Essentially, you need to make 16 clicks to move 1" at 25 yards.

Note: If you're on a 20-yard range, you'll need to make 20 clicks to move 1" at 20 yards. 1" at 20 yards is actually 5" at 100 yards ( $100/20 = 5$ ). Twenty clicks on a 0.25" MOA dial results in a 5" shift at 100 yards.

## MATH SHORTCUT

Measure the distance you're off from your dot in two directions (up/down and left/right). Remember, up/down and left/right are two different adjustments on your optic. If you are on a 25-yard range, multiply the value by 16 to determine how many clicks you need in that direction. If you're on a 20-yard range, multiply the value by 20 to determine how many clicks you need in that direction.

## CUSTOMER BENEFIT

In summary, this short-zero method is a simple way to save you time and money. It's a great benefit to shooters who don't have easy access to long ranges, and it's a cool trick indoor range and retail operators can show their customers (and maybe help sell a scope in the process).

Once you get good at this method, it will only take five minutes to zero a customer's rifle. With the average indoor range distance being 25 yards, this is a great service to the industry.

# What's Next For The Ammo Market?

By Bryan Hendricks

## IMPACT OF PENDING VISTA OUTDOOR SPORTING PRODUCTS' SALE TO CSG

A

mmunition retailers are grappling with the possibility the Russia-Ukraine War, coupled with

events in the Middle East and other recent news, might trigger domestic shortages.

Oct. 16, Vista Outdoor announced it had reached an agreement to sell its outdoor sporting products division to Czechoslovak Group (CSG) for \$1.91 billion. Brands included in the acquisition are Federal Ammunition, CCI, Speer, Heavy Metal, Estate Cartridge, Alliant Powder and Remington, which owns a large ammunition plant in Lonoke, Ark.

A source on the retail side of the Vista universe said CSG wants Vista's ammunition-making capacity to supply the war in Ukraine. An article distributed by Reuters confirmed the rumor, saying, "Czech-based CSG has seen its revenue and profits rise since Russia's invasion of Ukraine as demand for heavy military equipment and ammunition to ship to Ukraine soared."

In Dec. 2022, CSG also acquired 70% of Fiocchi Munizioni, which in Nov. 2022, announced plans to build a firearms primer manufacturing facility in Little Rock, Ark. It is one of only six primer manufacturing facilities in the U.S. It is also the world's only source for lead-free primers.

Some sources say the deal involves nearly 70% of American ammunition-

manufacturing capacity. If this amount of product is dedicated to the war effort in Ukraine, it could diminish the American consumer ammo supply for the foreseeable future.

### MORE QUESTIONS THAN ANSWERS

Because they move so much product, large regional suppliers like Midsouth Shooters Supply in Clarksville, Tenn., often feel the effects of shortages before local retailers.

Dustyn Brewer, advertising and branding manager for Midsouth Shooting Supply, acknowledged in an email that the consumption of ammo in the Russia-Ukraine War, and the flaring of hostilities in the Middle East, will affect the domestic market.

"Yes, Ukraine is having



a long-term effect, and the Middle East is already having short-term ramifications on supply,” Brewer wrote. “Every component for ammo will be impacted, especially powder and primers.”

Greg Griffin of Shelby, Ohio, owns Sportsman’s Den, a major outlet for shooters in Ohio. He said too many unknown variables make it impossible to predict the effect of the Vista sale on the domestic ammo market at this time. One variable is whether the sale will even happen. Griffin doesn’t believe the American government will permit the deal to be consummated.

“If I had a crystal ball, I’d be a millionaire, but why would you let a foreign company own two-thirds of your ammunition production?” Griffin asked.

Griffin noted a small sales spike coincided with the hostilities in Israel and Gaza, but it ebbed in about a week. This, he suggested, reflects the public’s tendency to react more strongly to cataclysmic events like wars and riots than it does to abstract events like corporate realignments.

“As far as availability is concerned, a month ago I would have told you it was going to be good, but now you have to have a crystal ball to tell you exactly what’s going happen,” he explained.

Griffin said the mass shooting at Connecticut’s Sandy Hook Elementary

“  
Really and truly we’ve got a lot of ammo. There’s no shortage for us. We’re hanging neutral.”

Tom Denniston  
Owner

*Fort Thompson Sporting Goods*

School in 2012 had a profound effect on the modern sporting rifle market. Since then, he added, the shooting public has grown numb to perceived threats on the AR-15 market. He thinks the public might not respond dramatically to an actual shortage of product being diverted to a European conflict because the public won’t associate a shortage to a direct threat to their safety or to their Second Amendment rights.

“You’re asking the right questions,

but nobody can answer them right now,” Griffin admitted. “I think a lot of it depends on if the sale goes through and what they do with production. Until it comes true, we’ve got to guess what the effect might be. Sometimes I get surprised. Sometimes I get it right. I’m anticipating [demand] will be flat for the next year. If there’s some other calamity, Katy, bar the door. Ammo is going to fly off the shelves.”

#### “CRISIS FATIGUE” IS REAL

Fort Thompson Sporting Goods in Sherwood, Ark., is a major outlet for hunting ammo and reloading supplies in central Arkansas. Tom Denniston, owner, said the request for comment in this article was the first time he heard of the Vista sale. Like Griffin in Ohio, Denniston’s inventory has been abundant and consistent since the shortages that occurred during the pandemic. So far, wars and corporate realignments have not moved the needle.

“I just don’t see it, man,” Denniston said. “What drove our business before this was people being scared when COVID started and with all the rioting. But we’re caught up. We might be missing a few oddball things like .45-70 and stuff like that, but right now, if we order it, we’re going to get it.”

Reaffirming an earlier point made by Griffin, Denniston believes consumers and retailers are experiencing “crisis fatigue.” Even if the Ukraine War saps the domestic market, the public might not respond in a way that exacerbates a shortage.

“I’ve been through three of these [shortages],” Denniston said. “We’ve been to the well too many times.”

Running out of product is never good, but betting long on a short-term crisis is also costly, Denniston noted.

“A couple of times I bought too much,” Denniston recalled. “If you get too much stuff bought and everybody catches up, the price goes down, and you’re stuck with inventory you paid too much for.”

A potential scarcity of primers could affect ammo availability, Denniston acknowledged, because



Johnny Dury, owner of Dury’s Gun Shop in San Antonio, hasn’t seen any major swings in consumer buying behavior, but he’s prepared to move quickly if a run on ammunition becomes reality.

manufacturers can't make ammo without primers.

"Primers and stuff, I can see that," Denniston said. "Winchester just opened back up selling primers. Hornady makes primers too, but Vista and Winchester make most of the primers. I'm surprised to hear Vista sold."

Until he sees hints of a bold trend afoot, Denniston intends to play conservatively.

“  
Every  
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for ammo will  
be impacted,  
especially  
powder  
and primers.”

Dustyn Brewer

Advertising & Branding Manager  
Midsouth Shooting Supply

"I'm not going crazy buying stuff," he confirmed. "We can react quickly to it versus Academy Sports + Outdoors and Bass Pro. We can react to it as far as getting stuff through distributors and direct. But you can over-order, and that will get you in trouble. Really and truly we've got a lot of ammo. There's no shortage for us. We're hanging neutral."

#### TOO EARLY TO SEE IMPACT

Johnny Dury, owner of Dury's Gun Shop in San Antonio, also heard of the Vista sale when contacted to comment for this article.

"I hunted not too long ago with Jason Vanderbrink [CEO of Sporting Products for Vista Outdoor]," Dury shared. "He said he was going to be busy for couple of weeks. I guess this is what he meant."

Dury suspects the public and the ammo industry have not had enough



**Top:** The potential diversion of primers and powder to make military ammunition for the Russia-Ukraine War could affect the supply of hunting and target ammo for American consumers. **Bottom:** As of early November, inventory levels are robust at Fort Thompson Sporting Goods in Sherwood, Ark.

time to react to the news of the Vista sale.

"It's so new. I don't think the word is out in the market," Dury said. "9mm has been moving a little bit. People have been coming in and buying a case here and a case there. I thought it was a little odd right now, but I've got plenty of ammo on hand. With this news, I won't be giving case price breaks with it."

Unlike Denniston and Griffin, Dury said he will strongly consider stocking up on high-demand items like 5.56 NATO and 9mm.

"We've got long-standing relationships with vendors, so we got more than our fair share of it," Dury said. "When stuff got really scarce, we went to the secondhand market and paid through the nose for it just so we could have it. I was paying \$30 a box for

9mm, and we were selling it at \$40."

Dury concluded, "Seeing that [the Vista sale], I might up orders on some of SKUs right now to hedge against it getting scarce in the future." **SI**

**Editor's Note:** Nov. '22, Vista Outdoor announced it had received an "unsolicited proposal" from Colt CZ. This proposal would combine the two companies in a cash and stock transaction. As of Nov. 22, Vista Outdoor had not made a determination with respect to this new proposal. The company released a statement, which read in part: "Vista Outdoor's Board of Directors will carefully review the Colt CZ Proposal, in accordance with its fiduciary duties and its obligations under the existing merger agreement with CSG, in consultation with its financial and legal advisors. Vista Outdoor's Board of Directors remains committed to acting in the best interests of Vista Outdoor stockholders." This is a developing story, and we will provide updates as they become available.





# MENTAL HEALTH: IT'S OK TO TALK ABOUT IT.

Everyone struggles sometimes.  
Sometimes we need help.  
And that's okay!

As firearms owners, we often have a tough time admitting when we need help, and that is particularly true with our psychological struggles. One great way to check in on yourself and your mental state is to take a free and anonymous screening.

Walk the Talk America is made up of gun people who want to help other gun people while protecting our rights.

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at [WTTA.org/LOVE](https://WTTA.org/LOVE)**



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# 2023 NASGW EXPO OVERPOWERS POWER OUTAGE

BY JADE MOLDAE

**T**

he 2023 NASGW Expo & Annual Meeting — held in Columbus, Ohio, Oct. 25–27 — started out with a bang, literally.

A local transformer blew early Tuesday afternoon, the eve of the show, which knocked out power to the Greater Columbus Convention Center and adjacent hotels for several hours.

Pivoting quickly, the NASGW Expo management team shut down the exhibit hall and registration desk as exhibitors were in the midst of setting up their booths and swiftly communicated this decision and subsequent updates to attendees via email.

Fortunately, the delay caused by the outage did little to derail what was a robust showing on behalf of the industry at the Expo. When the doors opened at 12 p.m. Wednesday, it was quickly “business as usual,” with attendees and exhibitors engaged in business dealings.

Kenyon Gleason, NASGW president, praised his team’s response to the unexpected delay and the flexibility demonstrated by exhibitors.

“Given the fact we had a power outage and had to change our schedule at the last minute, everybody has been super gracious — understanding we did the best we could with what we couldn’t control,” he said. “A few people complimented us on our ability to make a decision, stick to it and communicate it. They really understood where we were at, what they could expect and how they could make adaptations on their own to do the business they needed to do.”



## GOOD VIBES WELCOMED

In some ways, the blown transformer fueled “the buzz” among Expo attendees.

“The energy here at the Expo, beyond the craziness we experienced with the power outage, has been phenomenal,” Gleason said.

Gleason estimates there were 300 to 400 more attendees at the Expo than what had been forecasted, which further propelled the event.

“I’ve had a number of attendees come up and tell me as they’re walking around they feel a pretty good energy on the floor with sales and that sort of thing,” he said.

After a down year, the positive vibes generated at this year’s Expo came at a good time — especially as uncertainty caused by events in the Middle East created a fresh wave of demand across the industry.

“Clearly, this has been a year that’s down over some of those really high watermarks we’ve experienced over the past couple of years,” Gleason observed. “But not everyone is feeling it — it’s more by segment, with some being more impacted than others.”

Gleason continued, “We’re still going in a very good direction, and certainly over these past three weeks, sales are up for unfortunate reasons — but definitely things are moving really quickly again right now.”

This echoed similar sentiments to what I heard in conversations with exhibitors and wholesalers. Most reported a noticeable, sudden spike in sales following Hamas’ Oct. 7 attack on Israel. How long the wave lasts is anyone’s guess, but brisk sales look to continue as we enter the year-end season.

## “SPEED DATING” EVENT SUCCESS

In an online-only story previewing the 2023 Expo, Gleason shared the “speed dating” series — where first-time exhibitors get a couple minutes to pitch their products to a collection of distributors — would remain a fixture of the show moving forward.

This year’s event confirmed it even more, with Gleason estimating participation was about a third larger than it was in 2022.

“We absolutely love this program,” he said, “and our distributors and new exhibitors do, as well. This format gives the new exhibitors the ability to make an elevator pitch to 15 or 20 distributors sitting

there in the audience — it’s their chance to get their attention. For those who did it, I heard nothing but positive feedback.”

I attended the “speed dating” series event on Thursday morning before the show, and as you can see in the image (left), it was well attended. I had the opportunity to talk with both first-time exhibitors and distributors, who praised the ability of this program to accelerate new partnerships.

## NASGW SCOPE UPDATE

During the Expo, NASGW hosted its annual SCOPE update luncheon, which was also widely attended. Easton Kuboushek, NASGW director of data programs, and Tom Hopper, NASGW senior data analyst, shared updates on the program’s growth and success.

SCOPE CLX — which utilizes data from some of the top point-of-sale platforms across the industry to aggregate actual sales from retail locations — currently has 700 brick-and-mortar stores sharing data thanks to the help of point-of-sale providers Celerant, Orchid Technology and Coreware. Those who attended the annual update luncheon saw retail trends of 2023 compared to 2022, and how significantly global events of the past three weeks have impacted sales. Revolvers, lever-action rifles and field shotguns have experienced notable upswings so far this year, the SCOPE CLX data revealed.

Kuboushek and Gleason predicted SCOPE CLX will cross the 1,000-dealer threshold in 2024.

“We started with just a couple hundred dealers, and it went up to 400 pretty quickly and now we’re up to 700. So the data set keeps getting bigger and bigger,” Gleason said. “It’s amazing information, even at a smaller scale — still important, still valuable. The more we get, the more robust and complete a picture a manufacturer or a subscriber can get. Retail point-of-sale partners are able to take that information and share it with their retail connections as well, which helps them.”

Gleason underscored the importance of collaboration to make this program a success.

“We couldn’t do this without our partners who subscribe and help to finance it, those who provide data, those who gather and input it and, obviously, we couldn’t do



**CLEARLY, THIS HAS BEEN A YEAR THAT’S DOWN OVER SOME OF THOSE REALLY HIGH WATERMARKS WE’VE EXPERIENCED OVER THE PAST COUPLE OF YEARS. BUT NOT EVERYONE IS FEELING IT — IT’S MORE BY SEGMENT, WITH SOME BEING MORE IMPACTED THAN OTHERS.”**

**Kenyon Gleason**  
President  
NASGW



it without the great team we have at NASGW. But we're not done yet, we see a lot of room for further growth," he said.

Speaking of partnerships, during the Expo's Annual Appreciation Dinner, NASGW honored Celerant, Orchid and Coreware for their considerable support of the SCOPE CLX platform's success.

"I truly appreciate each of these businesses and their contribution to SCOPE," said Gleason. "Together, we are accomplishing big things and the industry is benefiting from the great data."

### AWARD WINNERS

On the eve of the Expo, the NASGW announced the winners of the Annual Appreciation and Caliber Awards during their Appreciation Dinner.

Winners were recognized for:  
Firearm Manufacturer of the Year: Ruger  
Optics Manufacturer of the Year: Leupold  
Ammunition Manufacturer of the Year: Hornady  
Accessory Manufacturer of the Year: American Outdoor Brands  
Importer of the Year: Century Arms  
Innovator of the Year: Smith & Wesson  
NASGW Chairman's Award: Jim Shepherd, The Outdoor Wire

In addition to the Annual Appreciation Awards, NASGW and the Professional Outdoor Media Association (POMA) selected the top products in seven categories:  
Best New Accessory: Caldwell Flash Bang  
AR500 Steel Target Hit Indicator  
Best New Ammunition: Hornady 7mm Precision Rifle Cartridge  
Best New Handgun: Springfield Armory Echelon  
Best New Optic: Holosun Digital Reflex Sight-Night Vision (DRS-NV)  
Best New Rifle: Marlin Model 336 Classic  
Best New Shotgun: Weatherby Orion SxS  
Best New Suppressor: Rugged Suppressors Alaskan 360Ti  
Best New Overall Product: Marlin Model 336 Classic

### CHARITABLE DONATIONS

During the Appreciation Dinner, NASGW also announced donations to six shooting sports industry organizations: NSSF, Congressional



The NASGW Expo has a slower cadence than the frenetic pace at SHOT Show, giving exhibitors and buyers more time to develop relationships.

“  
**REVOLVERS,  
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THE SCOPE CLX  
DATA REVEALED.**

Sportsmen's Foundation, Walk The Talk America, Youth Shooting Sports Alliance, American Suppressor Association and the Second Amendment Foundation.

"NASGW, our members and this industry rely on these organizations to advocate for us now and for the future. We are proud to support these organizations in the amount of \$25,000 each, to help them do great work for our industry," Gleason said.

Donations were designated by the NASGW board of directors.

"As our industry continues to come under attack, these organizations have been a great voice for us," said NASGW Chairman Chris Means. "They continue to do great work on our behalf and we are happy to support their missions to strengthen the shooting sports industry."

### MARK YOUR CALENDARS

At the close of the Expo on Oct. 27, Gleason said it would be mere days before his team prepares for the 2024 Expo, which will be held a week earlier in the calendar (Oct. 15–18) next year in Kansas City. For those looking further ahead, the 2025 Expo will be held in Grapevine, Texas (also in October). **BI**

**For more info, visit  
[www.nasgwexpo.org](http://www.nasgwexpo.org).**



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**2024****NEW**

# PRODUCT SHOWCASE

By Jenna Buckley & Jade Moldae

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## START OFF 2024 ON THE RIGHT FOOT!

Featuring products from more than 60 companies, *Shooting Industry* is proud to present Part 1 of the three-part 2024 New Product Showcase.

Over the next 14 pages, you'll get a firsthand look at scores of products from manufacturers, wholesalers and importers that either just entered the marketplace or will be launching early in 2024. If you plan on attending any early-year events — such as SHOT Show or other buyer shows — take some time to review here and uncover your next potential top sellers.

(Manufacturers: We're still accepting product submissions for the Feb. 2024 issue of *Shooting Industry*, email image/description assets to [nps24@fmghq.com](mailto:nps24@fmghq.com) by Jan. 5, 2024.)



### SPRINGFIELD ARMORY

**(800) 680-6866**  
**[springfield-armory.com](https://springfield-armory.com)**

Springfield Armory released a **DROP-IN THREADED BARREL** for the 3.7" Hellcat Pro 9mm, offering a new range of capability for the popular pistol. The threaded barrel kit for the Hellcat Pro features a 4.4" hammer-forged threaded barrel as well as a thread protector. This drop-in barrel system features 1/2x28 threading and is designed to work with any standard configuration 3.7" Hellcat Pro 9mm pistol. The barrel features a black Melonite finish for rust-resistance and lubricity. Rate of twist of the drop-in barrel is 1:10", and it weighs 3.3 oz.



### MARLIN FIREARMS

**(336) 949-5200**  
**[marlinfirearms.com](https://marlinfirearms.com)**

Ruger announces the first Ruger-manufactured Marlin Dark Series lever-action rifle — the **MARLIN DARK SERIES MODEL 1895**, chambered in .45-70 Govt. Dark Series rifles are packed with new features to provide customers with more function and versatility, including a strong, nylon-reinforced polymer stock with M-LOK attachment slots, flush cup sockets for QD sling swivels, an included cheek riser for an optimum sight picture when using an optic and a generous recoil pad. Capacity is 5+1 and barrel length is 16.17". Ruger has also confirmed the Dark Series will feature a Model 336 and Model 1884, debuting later in 2024.





## PYRAMEX

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The **PASSIVE PRO SERIES BASE LEVEL PPM1** earmuff from Pyramex combines ANSI-rated hearing protection with all-day wearing comfort. The PPM1 Passive Pro earmuff features a Noise Reduction Rating (NRR) of 23dB with sound-absorbing internal foam. Soft, easy-to-clean ear cushions along with a low-profile design and convenient height-adjustment ensure a comfortable fit for a wide range of head sizes. The ventilated headband provides an open-crown design, ideal for shooters wearing ball caps.



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(866) 340-2778  
elitesurvival.com

Elite Survival has launched the **CCW MINI BACKPACK** — a concealed carry option that combines fashion, functionality and safety. Features include a smooth zipper action (with easy access to a handgun), a discreet concealed carry department, ambidextrous internal holster, as well as large main compartment and exterior phone compartment. The CCW Mini Backpack is available in Heather Gray and Stripe.



## BUSHMASTER FIREARMS

(800) 883-6229  
bushmaster.com

Bushmaster introduces the all-new **XM15A2 50TH ANNIVERSARY** rifle, available in a gold edition and California-compliant version. The XM15A2 includes A2 fixed carry handle, 20" phosphate chrome-lined barrel, chrome-lined bolt carrier and gas key, rifle-length gas system, A2-style handguard and built-in rear 8/3 fixed carry handle sights. The receivers are 7075-T6 aluminum and type III hard-coat anodized. The XM15A2 also has a classic A2 pistol grip, mil-spec trigger, A2 flash hider and includes three BFI aluminum 30-round magazines (10-round CA compliant magazines in CA version). Each of the 100 rifles available arrives in a limited edition embossed Pelican Hard Case and include a limited edition anniversary challenge coin.



CROSS MAGNUM

## SIG SAUER

(603) 610-3000  
sigsauer.com

The SIG SAUER **CROSS MAGNUM** is a bolt-action rifle chambered in .300 Win. Mag. with a 24" user-changeable 5R barrel, aluminum Coyote anodized frame and a two-stage match trigger. The rifle features the new Magnum action receiver with a free-floating handguard, a full-length M-LOK and ARCA rail handguard, forward angle PRS-style grip and right thumb rest safety, a folding adjustable precision stock and ships with a 6-round AICS magazine. The CROSS Magnum has an OAL of 45.2", 7.25" height, 3.25" width and weighs 8.9 lbs.

The 10mm **SIG SAUER P320-XTEN COMP** is the first carry-size P320-XTEN from SIG SAUER and delivers significant recoil mitigation without sacrificing the power of 10mm required for the backcountry. Beginning with the new carry size 10mm/.45 ACP grip module, the P320-XTEN is a smaller package for all-around easier backcountry carry. Additionally, through the pairing of the ported slide and Bull Barrel, the P320-XTEN COMP delivers a 20% recoil reduction. Other highlights include a Nitron-finished slide with integrated expansion chamber for recoil mitigation featuring front and rear serrations, a PRO Optic-Ready footprint, XRAY3 Day/Night sights and a flat XSERIES trigger with a 90-degree break. The P320-XTEN COMP ships with two, 15-round steel magazines. OAL 7.6"; barrel length 3.8"; 32.3 oz. (w/ magazine).



## CZ-USA

(800) 955-4486  
cz-usa.com

The **CZ 600 AMERICAN** is a modern, American-style bolt-action centerfire rifle that's equipped with a Turkish walnut stock with a fleur-de-lis on the grip. Available in a wide range of calibers (.223 Rem., .243 Win., .30-06 Sprg., .300 Win. Mag., .308 Win., 6.5 Creedmoor), it's ready to meet the needs of a wide range of hunters and sport shooters. The CZ 600 AMERICAN centerfire rifle is equipped with a thin profile and cold hammer forged barrel. The single-stage trigger features smooth operation and easy user adjustment of pull weight. A locking five-round magazine allows for quick changeovers from fixed to removable operation and vice versa. This is the latest addition to the popular CZ 600 family, which includes the hunting, sport and hobby models — ALPHA, ERGO, LUX, RANGE and TRAIL.



## SILENCER CENTRAL

(866) 891-4494  
silencercentral.com

In partnership with Buck Commander, Silencer Central's **BUCK 30 BY BANISH** is the latest addition to its line of silencers. The BUCK 30, designed for hunting deer and other big game, is a 30-caliber suppressor that is laser welded for precision and durability. The BUCK 30 comes with an industry standard hub and works with rifle calibers up to .300 Win. Mag. The 6.9" stainless steel design delivers impressive sound reduction suppressing a 6.5 Creedmoor with a 20" barrel to 132 dB. The tubeless construction allows for a lighter weight at only 13.8 oz., and a diameter of 1.54".



## RITON OPTICS

(855) 397-4866  
ritonoptics.com

The **3 TACTIX EED** is Riton Optics' first-ever enclosed emitter red dot. The enclosed emitter design provides a robust shield against dust, moisture, and impacts, ensuring consistent and reliable performance, even in the most challenging and adverse environments. Features include: 1X magnification; 21.8mmx15.8mm objective lens diameter; second focal plane, fully multi-coated, full wide band, waterproof coated lens coating; low light enhancement; unlimited eye relief; 3 MOA dot; and 90 MOA adjustment range. One GLOCK MOS plate with screws and one RMSc plate are included, as well as an Allen key for GLOCK MOS screws, a 2032 battery, tool for windage and elevation adjustments and a lens cloth.



## GARMIN

(800) 800-1020  
garmin.com

From Garmin, the **XERO C1 PRO** is a pocket-sized chronograph that accurately measures projectile velocities from 100 to 5,000 fps. The corresponding ShotView smartphone app organizes comprehensive velocity data that is easily accessible from the user's phone. The Xero C1 Pro can capture velocity data for arrows, crossbow bolts, shotgun slugs, paintballs and airsoft devices. During a shooting session, it will display the speed of the projectile and shot count and average speed, as well as standard deviation and extreme spread after each shot. The chronograph is small enough to slip into the pocket of a range bag and weighs just over 100 grams.



## SMITH & WESSON

(800) 331-0852  
smith-wesson.com

The S&W **RESPONSE** is the company's first MSR-style PCC, and is compatible with many MSR parts and accessories. Chambered in 9mm, the Response has a 23-round capacity and ships with two 23-round M&P double-stack magazines. Its Flexmag System consists of interchangeable mag well adaptors, allowing the firearm to operate using a variety of S&W and other manufacturer magazines. The Response has a 16.5" threaded barrel, polymer handguard with Picatinny-style rail and M-LOK slots, MAGPUL MOE SL stock, flat-face trigger and an M&P grip with four interchangeable palmswell adapters. OAL is 35.375" (fully extended), and it weighs less than 6 lbs.

## VOLQUARTSEN FIREARMS

(712) 792-4238  
volquartsen.com

The compact **MINI SCORPION 22 LR** from Volquartsen utilizes an anodized aluminum VF target frame in the 1911 grip angle, complete with the company's wire-EDM cut Accurizing Kit. The 3" Scorpion LLV upper (available separately and compatible with Ruger MK II and MK III pistols) sports a stainless steel barrel housed in an anodized aluminum shroud, providing match-grade accuracy in a lightweight package. The barrel is threaded 1/2x28, and the integral Picatinny rail is standard. The Mini Scorpion 22 LR has a 2.25-lb. trigger pull, an OAL of 8.375", and weighs 1 lb., 12 oz. Additional features include a DLC coated competition bolt and Hogue grips.







## GARMONT TACTICAL

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

Ideal for missions requiring speed and agility, the **NEMESIS** line from Garmont offers a lightweight and protective waterproof tactical boot featuring the company's G-DRY membrane. The boot, available in a 4" (4 G-DRY) and 6" (6 G-DRY) cuff, features a highly abrasion-resistant synthetic mesh upper, combined with ERGo-last and Double Damper technologies for an ergonomic fit with superior shock absorption. NEMESIS 4 G-DRY and 6 G-DRY boots are available in tan or black, and men's sizes 7-14.



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RCR

## TRIJICON INC.

**(800) 338-0563**  
[trijicon.com](http://trijicon.com)

From Trijicon, the **RCR** (Ruggedized Closed Reflex) sealed pistol dot with RMR footprint is waterproof to 66', and built to absorb recoil and other impacts, and divert stresses away from the lenses. Ten brightness settings are adjusted manually. A true-color, multi-coated lens provides wide-band light transmission, and the 3.25 MOA red dot is easily adjustable for elevation and windage. Upgraded electronics featuring ruggedized battery contacts and electronics ensure performance and survivability in harsh environments.

The **RMR HD**, built on the foundation of the RMR Adjustable LED model, features a large, clear lens with the same footprint as the RMR. The new reticle allows the user to toggle between a 55 MOA segmented circle reticle with a center dot or a crisp dot-only option. Models are available with either a 1 MOA or 3.25 MOA center dot. The RMR HD has nine brightness settings, features a top-loading batter compartment, is compatible with all existing RMR mounts and optics-ready pistols and also sized to work with optic-height co-witness sights for the current RMR or SRO.



## BOW SPIDER

**(307) 850-8052**  
[bowspider.com](http://bowspider.com)

The **CROSSBOW SPIDER** bow retrieval system from Bow Spider is designed to accommodate most crossbows currently on the market. The system offers an innovative design with durable construction built to withstand the rigors of the outdoors. With the Crossbow Spider, bow users can securely store a crossbow on their side, a pack, in a car, treestand, home or hunting camp using the mounting hardware provided.



## SPYDERCO

**(800) 525-7770**  
[spyderco.com](http://spyderco.com)

Designed by Sal Glesser, the **BODACIOUS** from Spyderco is named after an American bucking bull famous for being "the world's most dangerous bull." The knife's broad, leaf-shaped 3.66" blade is full-flat ground from CPM S30V stainless steel and available in PlainEdge or SpyderEdge formats. The handle is built on a framework of skeletonized stainless steel liners within smooth G-10 scales. The liners form the foundation of the knife's high-strength Compression Lock mechanism and provide a secure mounting platform for its broad-based pocket clip, which is reversible for left or right-side tip-up carry. OAL is 8.27" (4.63" closed) and it weighs 4.8 oz.



## WALTHER ARMS

**(479) 242-8500**  
[waltherarms.com](http://waltherarms.com)

Walther Arms has released the **PD380**, a compact .380 ACP pistol primed for concealed carry. Featuring Walther's trademark engineering, the PD380 features industry standard sights, performance duty grip texture, SuperTerrain slide serrations, double action/single action, paddle magazine release; .380 ACP caliber, nine-round magazine capacity; and an ambidextrous slide-mounted safety. In addition, the PD380 boasts 9+1 capacity.



## HYDRA WEAPONRY

(855) 493-7221  
hydraweaponry.com

The **MARCK-15 HYDRA** can adapt to multiple calibers without the use of any tools in just under two minutes per caliber. Components of the 7.62x39 rifle platform include a Hydra quick-change barrel upper receiver, Hydra modular lower receiver, transforming handguard, AK-47 mag well, low-profile gas block, Hydra modified bolt carrier, Hydra D-Fender D-ring and B5 System Bravo stock.



## HERITAGE MANUFACTURING CO.

(800) 845-3776  
heritagemfg.com

Heritage Manufacturing's **TACTICAL RANCHER CARBINE** has a top-mounted Picatinny rail for optics and sports a 16" hammer forged barrel. It accepts .22 Magnum and .22 LR cylinders, and is threaded for muzzle attachments. The walnut stock provides a combination of aesthetic richness and ergonomic support, ensuring user comfort and steady handling while the crisp single-action target trigger delivers a sharp, accurate and reliable shooting experience.

The **SETTLER** series of lever-action rifles includes the Heritage Settler (20"), Heritage Settler Compact (16.5") and the Settler Mares Leg (12.5"). With its unique 12.5" barrel, the Mares Leg offers quick handling and is ideal for snap shots at wily varmints or fun at the range. Its distinctive design harkens back to the guns of the Wild West era and features a saddle ring, making it easier to carry while on horseback or around the ranch.



## PURE PRECISION

(970) 424-0979  
pureprecision.com

Pure Precision has introduced the **SKLTN** action. The SKLTN action features a Remington 700 footprint and barrel tenon, integrated recoil lug, anti-bind rail, 75-degree bolt throw, toolless bolt disassembly, Wyatt's extended box mag and pre-fit compatibility. Available in right or left hand, short or long action, titanium or stainless steel with integrated scope base.

## FEDERAL AMMUNITION

(800) 379-1732  
federalpremium.com

Federal Ammunition now offers a **12 GA, NO. 1** option in its Premium buckshot line. Its payload of 16 copper-plated pellets produces tight patterns for more hits and better stopping power on predators, deer, hogs and more. The 12-GA, 2.75" Magnum load produces 1,325 fps muzzle velocity and uses a buffer to prevent pellet deformation and ensure dense, uniform patterns. Packages are sold in five-round boxes.

**NO. 1** buck loads are now available in the Power-Shok buckshot line. The load provides the patterns and terminal performance, thanks to the Triple Plus wad system, quality lead pellets and granulated plastic buffer that minimizes shot deformation. The No. 1 buck offering in 12 GA, 2.75" Magnum load achieves 1,325 fps muzzle velocity. Packages are sold in five-round boxes.



## NEXTORCH

nextorch.com

NEXTORCH introduces the **WL11 RAIL MOUNTED TACTICAL LIGHT**. This high-output, rechargeable weapon light features a toggle switch, casts a 650-lumen beam, weighs 2.6 oz. and runs approximately 1.5 hours on a full charge. Its small and lightweight design and ambidextrous switches make it great for left or right-handed shooters. The WL11 has a USB-C direct charge port on the battery for convenient charging, and is compatible with 16340 or CR123A batteries. With its innovative rail mount system, the WL11 can be attached securely to both MIL-STD-1913 rails and GLOCK accessory rails.







CORE SR

## BOWTECH

(888) 689-1289  
bowtecharchery.com

Bowtech has unveiled the **CORE SR** and **CORE SS**.

The Core SR delivers extreme speed while maintaining a comfortable draw and unparalleled accuracy. It combines precision and power, achieving 344 fps. Axle-to-axle length is 33", while draw weight can be set to 50, 60 or 70 lbs. The Core SS has a super smooth draw, providing both ease and precision — delivering speeds of 337 fps. It's axle-to-axle length is 31.5", draw weight can be set to 50, 60 and 70 lbs.

Both the Core SS and Core SR feature CenterMass Technology, a game-changing innovation that optimizes balance and stability. By placing the sight directly at the centerline of the riser, it maximizes stability, shot after shot.

## GEMTECH

(833) 350-9517  
gemtech.com

Gemtech has added a **7.62 SUPPRESSOR TO ITS ABYSS SERIES**. Constructed from stainless steel and titanium components, the suppressor has an overall length of 6.6" without a mount, and 7.3" when paired with Gemtech's ETM (Elite Taper Mount). The Abyss series suppressors are designed around durability and can be mounted to barrels through direct thread standards. The Abyss 7.62 is fully-auto rated and has a caliber rating ranging from 5.7x28mm through .300 Win. Mag.



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insureds in the firearms industry.



## INFORCE

(817) 381-4551  
inforcelights.com

Available in both white light and white/IR variants, the **GEN 3 WMLX** light from INFORCE boast higher beam intensities with candela counts as high as 25,000 and an improved, more durable clamp mounting system. The WMLx white/IR variants are ideal for use with night vision devices and are purpose-built for law enforcement and military personnel. WMLx Gen 3 lights are available in a color choice of black or Flat Dark Earth.





## ADEPT ARMOR

ade.pt

From Adept Armor, the **NOVASTEEL BREASTPLATE**'s universal and multi-faceted armor system is capable of stopping handgun threats up to Level IIIA, knives beyond Knife-3, spikes beyond Spike-3, blunt impacts beyond 100J and rifle threats to Level RF2 (III+) with integral up-armor plate. The NovaSteel Breastplate can be up-armored with specially built UHMWPE plates to improve protection to level RF2 (NIJ III+). It can also be fitted with MOLLE placards for overt use as a structural plate carrier. Features include integral air channels for ventilation, raised crest for added spine protection and heavily padded shoulders. Made from Adept Armor's proprietary NovaSteel alloy, the L/XL breastplate weighs 9.8 lbs., and Medium weighs 9 lbs.



R3D 2.0 – HK VP9

## XS SIGHTS

(888) 744-4880  
xssights.com

**R3D 2.0** and **DXT2 BIG DOT** night sights for Magnum Research Desert Eagle pistols are now available from XS Sights. Engineered to improve speed and accuracy in any light, the R3D 2.0 is a notch and post design with two rear tritium dots and a high-contrast Orange or Green dual-illuminated Glow Dot front sight. The DXT2 Big Dot sight delivers ultra-fast target acquisition. Available with an Orange or Yellow front sight, the Glow Dot is visible even before the tritium can be seen. Its V-notch rear sight with vertical white stripe and tritium inset facilitates a dot-the-"I" sight picture that is fast and instinctive in high-stress situations.

**R3D 2.0** dual-illumination, tritium night sights for standard-height HK VP9, VP9 OR, P30, 45 and 45C models, and the suppressor height HK VP9 OR are now available. Offered with a high-contrast Orange or Green Glow Dot front sight, the two rear tritium dots are bigger and brighter than those in the original R3D and have a PVC ring surrounding the rear sight lamps for a more defined edge. The serrated, blacked out rear sight also reduces glare. The R3D 2.0 is treated with a black nitride finish with double the corrosion resistance of the original black oxide surface treatment for increased durability.



## RED ARROW WEAPONS

(833) 940-0068  
redarrowweapons.com

Red Arrow Weapons expands its **350 LEGEND LINEUP WITH NEW COLORWAYS** for a variety of applications. In addition to Multicam, the Legend 350 is now available in black, Flat Dark Earth and Midnight Bronze. Built on the AR-15 platform, the 350 Legend features a pistol-length black nitride barrel and Magpul CTR stock with a 7075 T-6 aluminum upper and lower. It weighs just over 6.4 lbs., and comes equipped with a 2.5-lb. drop-in trigger and RAW 15" M-LOK hand rail.



ORION SX5 .410

## WEATHERBY

(307) 675-7840  
weatherby.com

The Orion SxS from Weatherby is now offered in a **.410** option. It accepts up to 3" shells and features a straight English stock, splinter forend, five extended chokes and double triggers. It has a swamp rib with a brass bead to ensure a clear sight picture for quick and accurate wing shooting. Made for conscious hunters, the side-by-side features extractors to make sure empty shells do not end up on the landscape.

The **MARK V HIGH COUNTRY** features Peak 44's carbon fiber stock, the Bastion that has a more vertical grip and dual front swivel studs. The rifle utilizes an adjustable TriggerTech single-stage trigger and sports a lightweight #2 spiral-fluted and threaded barrel and Accubrake muzzle brake. The spiral-fluted bolt utilizes Weatherby's 54-degree bolt throw for quick reloading. It's finished with Cerakote and a custom hand-painted sponge pattern.

The **VANGUARD OUTFITTER** rifle has an integral recoil lug, match-quality two-stage trigger, three-position safety and cold hammer forged barrel. It features a Monte Carlo stock with custom paint job, and the Cerakoted barrel is spiral fluted and capped with a Weatherby Accubrake.

Weatherby is now chambering **300 PRC**, **7MM PRC** and **28 NOSLER** in several Mark V platforms, including the Accumark, Backcountry 2.0 series and Apex.

## ROCK ISLAND ARMORY

(775) 537-1444  
armscor.com

Rock Island Armory announced an "enhanced" version of its RIA5.0, the **RIA5.OE**. Features of the 5.OE chambered in 9mm Luger include a new optics cut and plates for easy customization, an updated 4.91" barrel crafted with improved materials and slide geometry, aggressive serrations for easier manipulation and an Armor Series finish. The 5.OE has a 4.5-lb. trigger pull, Night Fision front and rear sights and 17-round capacity. OAL is 8.11", and it weighs 2.12 lbs.







80X CHEETAH GREEN EDITION

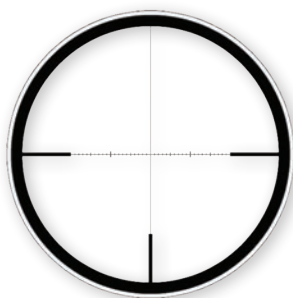
## BERETTA USA

(800) 237-3882  
beretta.com

Building off the success of the APX Series, Beretta has updated the line and turned the APX A1 Tactical into a compact size for personal defense. The **APX A1 COMPACT TACTICAL** boasts a threaded muzzle (1/2"-28), blacked-out suppressor height sights and three 15-round magazines. It also features three interchangeable backstraps and extended beavertail for additional recoil control and comfort.

Beretta has added a new color option to the 80X Cheetah line, the **80X CHEETAH GREEN EDITION**. Ergonomically redesigned for modern day carry, the 80X Cheetah includes a smaller Vertec style grip profile, the X-treme S Double/Single trigger, skeletonized hammer, a 13+1 round capacity and comes optics-ready out of the box.

Built on the base of 92XI Series, the **92XI SAO TACTICAL** features a frame mounted safety to the standard 92 family of products, as well as a SAO variant and various ergonomic enhancements. The 92XI SAO Tactical comes equipped with the X-treme S SAO and flat faced trigger, performance DLC coated trigger components and a lightweight skeletonized hammer, allowing for a crisp trigger pull with the option to go cocked and locked. The addition of a 1/2" x 28 threaded barrel and suppressor height sights make the 92XI SAO Tactical a great choice for tactical applications.



## LEICA SPORT OPTICS

(800) 222-0118  
leica-camera.com

Leica Sport Optics' latest reticle, the **L-4W** for the Amplus 6 line of riflescopes is now available in three models: 3-18x44 i, 2.5-15x50 i and 2.5-15x56 i. The L-4w (MOA) reticle provides a clean and uncluttered sight picture without compromising on accuracy and the clear reticle with wind holds in MOA allows shooters to easily dial for elevation and hold for wind.



R50 DEFENDER CARBINE

## KELTEC WEAPONS

(800) 515-9983  
keltecweapons.com

KelTec is shipping the **R50 DEFENDER CARBINE** and **P50 RIFLE KIT**, both companions of the 5.7x28mm platform.

Featuring a 9.6" threaded barrel and optic mounting option, the R50 Defender carbine has a side-folding stock that rests on either side of the grip. When folded for compact storage, the OAL is 16.4". For added versatility, both R50 and P50 series' receivers have 7"+ of Picatinny rail space for optics and other accessories, as well as 2" of bottom rail space for light and foregrip options.

The P50 Rifle Kit is a stock accessory for existing P50 owners, which converts the P50 into an SBR after the proper government forms are filed and approved.



## ARMASIGHT

(888) 504-2762  
armasight.com

The **SIDEKICK 640** from Armasight is the smallest fully multi-functional 12-micron 640 thermal imaging monocular on the market. It boasts a fast 60Hz frame rate for smooth operation and outstanding visual acuity. Weighing under 250 grams, the Sidekick can be used as a handheld mini-monocular or as a headset/helmet-mounted utilizing the built-in mini-rail. The high definition 1024x768 OLED displays a crisp image with iconography providing key information. The Sidekick utilizes simplified three-button controls, allowing for easy manipulation in the field and one-touch in-unit video recording.

## WORK SHARP

(800) 418-1439  
worksharptools.com

The Work Sharp **ROLLING KNIFE SHARPENER** is a handheld manual sharpener that uses a magnetic angle block and rotating abrasives to quickly and easily sharpen knives. The Magnetic Angle Block has four different sharpening angles (15°, 17°, 20° and 25°) to sharpen a wide variety of knives to the optimum angle. The three abrasives restore knives back to a razor-sharp edge. Its compact size allows it to fit easily into a kitchen drawer. The sharpener weighs 1.9 lbs., and includes three abrasives (coarse 320 grit diamond, fine 600 grit diamond and fine ceramic).



## HEVI-SHOT

(541) 367-3522  
hevishot.com

HEVI-Shot released product line additions to its **HEVI-XII WATERFOWL** load lineup with heavier payload options in shot size No. 2, 4 or 6 in 12 or 20 GA. The pellet material features a density of 12 grams per cubic centimeter (g/cc), which is 53.8% denser than steel. Shooters can drop three shot sizes for the same lethality and 28% more devastating pellets on target. HEVI-Shot's HEVI-XII waterfowl ammunition is offered in 25-round boxes.



## CROSSBREED HOLSTERS

(888) 732-5011  
crossbreedholsters.com

The **ROSE BY SIG SAUER MODEL RECKONING HOLSTER** from CrossBreed is compatible with the SIG SAUER P365-380 ROSE and P365-XL Comp ROSE series of firearms. The holster comes with the ROSE Signature Series Kydex pocket print, and rose-colored retention screws for accent. Boasting a durable, top grain leather backer and a precision molded Kydex pocket, multiple retention points are adjustable for individual draw and carry style. Configurable for both IWB and OWB carry, it can be worn in the strong side, appendix or cross-draw positions. It's compatible with several CrossBreed clip options and can be used with the Reckoning/Accomplice Adapter to add an Accomplice Mag Carrier to the holster.

## HORNADY MFG. INC.

(800) 338-3220  
hornady.com

Hornady's new ammunition lines include **V-MATCH** and **22 ARC (ADVANCED RIFLE CARTRIDGE)** and **5.7X28MM**.

V-Match features the new ELD-VT bullet, which boasts high velocity retention, minimal wind deflection and a reduced weight-to-length ratio for ultra-flat trajectories and rapid expansion. It's available in 22 ARC, 6mm ARC, 6mm Creedmoor, 6.5 Grendel and 6.5 Creedmoor.

The 22 ARC brings exceptional power and performance, packed into a compact cartridge that fits into AR-15s and bolt actions. By utilizing the 62 gr. ELD-VT bullet, the 22 ARC rivals the performance of .22-250 in the AR-15 platform. The 22 ARC was engineered to use modern, high-BC bullets.

Using carefully selected components that ensure reliable cycling and optimized propellants that burn quickly to reduce recoil and limit muzzle flash, the new 5.7x28mm features a 40 gr. FTX bullet in Critical Defense and a 40 gr. V-MAX in Hornady Black.

In the Hornady Security line, the **MOBILIS SAFES** offer an innovative modular design. These safes can be transported and assembled piece by piece in any room of the customer's choice. The included tool kit provides everything required for assembly, giving them the power to set up a safe in a matter of minutes.

The **CLICK-ADJUST BULLET SEATING MICROMETER** can precisely set bullet seating depth like dialing a scope turret, in click-adjust 0.001" increments. It's a quick and easy way to achieve benchrest accuracy and consistency without the extra cost of another seating die.

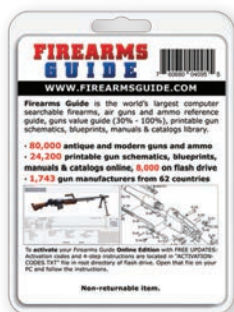
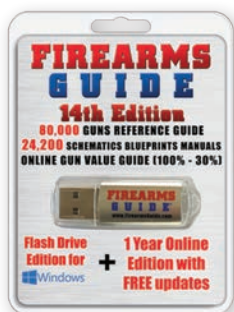
The **RAPID SAFE SHOTGUN WALL LOCK** revolutionizes access with fast and dependable touch-free entry. Utilizing RFID technology, a wide variety of items can activate the wall lock such as a watchband, key fob or sticker, allowing authorized individuals to retrieve their shotguns quickly. The system supports programming up to five RFID tags. A keypad access option acts as a secondary entry method to allow access to a firearm even when an RFID tag is unavailable. Additional features include easy installation, child-resistant certification, heavy-duty tamper-proof construction and vertical/horizontal mount. Exterior dimensions are 8.5" x 9.2" x 2.7". Two circular barrel keys are included in case of a power failure.



## FIREARMS GUIDE

firearmsguide.com

Impressum Media Inc. announced the release of the **14TH EDITION OF THE FIREARMS GUIDE** by Chris Mijic. For the year 2023/2024, it introduces new firearm makes and models, alongside the inclusion of 3,000 newly added gun schematics, blueprints, manuals and old guns and ammo catalogs. Notably, this edition features original printable catalogs and brochures from manufacturers such as Colt, Smith & Wesson, Savage Arms, Browning, Beretta, Winchester, Charles Daly, SIG SAUER, CZ, FN and more. The guide is published as a cloud-based, searchable online edition for a desktop, laptop or tablets or a flash-drive edition for Windows users.



## VIKTOS

(800) 597-7179  
viktos.com

The **TACULUS WATERPROOF SHOE** is made with 6" water-resistant polyester/cotton ripstop chassis fitted with an internal waterproof/breathable membrane. It's designed with nubuck overlays for added durability against unforgiving gravel ranges, a hi-rebound EVA midsole for dynamic comfort and an ultra-grippy Range Compound outsole for additional traction. The mid-volume forefoot allows for foot splay under load, while the fitness-focused 4mm heel-to-toe drop puts the wearer in an attack posture.

Larger than a chest slung fanny pack but smaller than current tactical slingbags, the **UPSCALE3 SLINGBAG** was designed for minimalist concealed carry and EDC. The CCW compartment will fit up to a full-size pistol in the included universal hook and loop holster, or it can be switched out for the user's preferred holster. The ambidextrous, lightly padded sling and CCW access compartment allow easy pistol access when worn on either side of the body. The main compartment features elastic webbing and an internal cargo pocket, perfect for holding extra magazines, tourniquet and medkit. Overall dimensions: 15" H x 7" W x 4" D.

Designed by U.S. veterans, the **OPERATUS** jacket features FiteLite insulation, rib-knit waist and cuffs and Gunvent sidearm access zippers to keep a concealed firearm handy.



UPSCALE3 SLINGBAG



**TORIC 22-45x65MM  
STRAIGHT SPOTTING SCOPE**



## TRACT OPTICS

**(631) 662-7354**  
[tractoptics.com](http://tractoptics.com)

TRACT Optics expands its spotting scope product offerings with three new ultra high-definition models: the **TORIC 22-45-65MM ANGLED SPOTTING SCOPE**, **TORIC 22-45x65MM STRAIGHT SPOTTING SCOPE** and **TORIC 27-55x80MM STRAIGHT SPOTTING SCOPE**. The scopes incorporate cutting-edge technology and features such as SCHOTT HT (High Transmission) glass and the apochromatic optical system with an ED lens. They are designed to provide superior detail resolution and light transmission with exceptional edge-to-edge clarity while virtually eliminating color fringing. Other standard features include fully multi-coated lenses and prisms, flat multi-coating, phase correction coating, oil-phobic coated lenses, purged with argon gas for ultimate water and fog proofing, wide field of view (FOV) and long eye relief.



LAJATICO



## FULL RANGE HANGING SYSTEMS

**(336) 886-6258**  
[fullrangesystems.com](http://fullrangesystems.com)

The **DOUBLE SYSTEM** from Full Range allows users to rotate a pair of shoulder mounts 180 degrees to achieve the perfect angle while saving valuable wall space in a trophy room. It features durable steel plates with two 8" arms that each pivot in two places as well as all the hardware necessary to securely install the system to a wall stud. The Double System can accommodate two mounts up to 35 lbs. each; ideal for displaying whitetails, mule deer, antelope, sheep and more.

## TAURUS USA

**(800) 327-3776**  
[taurususa.com](http://taurususa.com)

The **JUDGE T.O.R.O.** from Taurus is available in four different models, all of which feature a 3" barrel, smooth double-action trigger and a fiber optic front sight (an optics plate is included). Models offered include stainless or matte black with a cylinder that accepts 2.5" .410 shotshells, and stainless and matte black models that accept 3" .410 shotshells. The standard Judge T.O.R.O. and Magnum Judge T.O.R.O. optics plate accepts sights that fit the Holosun K-series or Shield RMSc footprints.

The classic **917C** is back with upgraded features including 18-round capacity, target grips built into the frame and an accessory rail. The DA/SA semi-auto is chambered in 9mm Luger, has a flat-face serrated trigger, 4.3" barrel with 1:10" right-hand twist, ambidextrous safety, reversible magazine release, integrated front sight and drift-adjustable rear sight. The compact 917C is compatible with all Taurus 92-style magazines and capable of mounting full-size weapon-mounted lights and other accessories. OAL is 7.9" and it weighs 33.5 oz. (unloaded).



JUDGE T.O.R.O.

## THE SAFARILAND GROUP

**(800) 347-1200**  
[safariland.com](http://safariland.com)

Safariland partnered with Haley Strategic Partners to launch the **INCOGX**, an RDS-compatible IWB holster available for the SIG SAUER P365-XMacro (the first of many upcoming fits offered). Key features of the IncogX include three sizes of concealment-enhancing clip strut shims, micro- and full-size red dot compatibility, microfiber suede-wrapped Boltaron body, optional magazine caddy with tension adjustment, over-the-belt polymer clips and passive trigger guard and ejection port retention. The holster accommodates concealed carry for a diverse range of handgun models while allowing for various carry positions.

Bianchi introduces four holsters to its The Old Tuscany Italian Leather line.

The **CORTONA**, a refined IWB design, is crafted with full-grain leather. Key features include red dot sight compatibility, premium grade leather, a rugged spring steel belt clip and sturdy single-piece construction. For small-of-back concealment, the **FUCECCHIO** provides a deep cant angle in full-grain leather OWB holster. Its open-top design allows for a fast time-to-target, making it an ideal choice for EDC. It features a flat rear profile for a close body fit, adjustable tension, premium grade leather construction and a 30° built-in cant. The **LAJATICO**, an OWB holster made of premium grade leather, offers secure thumb-strap retention in a classic full-grain leather design. Dual front belt loop options allow for a range of cant angles, ensuring an efficient draw. Its flat rear profile allows for a close-body fit. It can be worn on the left or right for cross-draw. The **VICOPISSANO** provides secure thumb-strap retention in full-grain leather OWB holster. It offers dual front belt loop options for various cant angles and features a front cross stitch detail, flat rear profile for a close body fit and premium grade leather construction. It can be worn on the right or left for cross-draw.

## CHAMPION TARGET

(800) 533-5000  
championtarget.com

The **WHEELYBIRD 3.0** from Champion features a detachable stack holder that holds 60 clays at a time, a rapid 1.5-second cycle time and 25' corded pedal. The thrower also boasts a range of up to 70 yards plus angle adjustments of 0–30°. Transporting the Wheelybird 3.0 to and from the range is simple, thanks to the thrower's wide-base wheels, battery cart storage and built-in cord wrap.



## DESANTIS GUNHIDE

(631) 841-6300  
desantisholster.com

DeSantis Gunhide introduces **NEW HOLSTER FITS FOR THE S&W EQUALIZER** (with or without red dot sights). The new holster fits include the #137 Slim-Tuk, #D94 Cazzuto, #195 Veiled Partner. The Slim-Tuk is a minimal ambidextrous IWB holster fashioned from Kydex; the Cazzuto holster is light, durable and custom molded to pair perfectly with a firearm; the Veiled Partner is an OWB precision molded Kydex holster.



## SK GUNS

(844) 475-4867  
skguns.com

From SK Guns, the **LADY OF GUADALUPE** pays homage to the miraculous appearances of the Virgin Mary to Juan Diego in 1531. The limited edition Colt 1911 is chambered in .38 Super. Its royal blue polished finish captures the Virgin Mary's apparitions, while the slide has intricate illustrations of the roses she presented to Juan Diego. The rear panels of the gun depict St. Juan Diego and the crescent moon adorned with stars and a special edition number in 24k gold. The top of the slide features the Lady of Guadalupe accompanied by an angel. Completing the look are Kirinite grips and the gold emblem of the iconic Rampant Colt. Only 300 units are available.

## JACOB GREY FIREARMS

(888) 877-7212  
jacobgreyfirearms.com

The **TWC 9** (Throwback With Capacity) from Jacob Grey Firearms is a double-stack 1911-platform handgun built out of billet. Its 4.25" stainless steel bull barrel is meticulously engineered for precision and performance. The fully CNC machined lower grip and upper frame, crafted from aerospace-grade billet 7075 aluminum, enhances the pistol's structural integrity and reduces weight. The trigger is CNC machined as a single monolithic part, ensuring smooth, crisp and consistent 3.5-lb. trigger pulls. The slide is machined from stainless steel and treated with a salt bath nitriding process. Additional features include an integrated flared magazine well, an ambidextrous safety and a full two-piece guide rod system for added reliability. The TWC accepts standard 2011 magazines.



## MDT SPORTING GOODS LTD.

(360) 922-3124  
mdttac.com

MDT Sporting Goods Ltd. expands its **HNT26 CHASSIS SYSTEM** lineup for Remington 700-based medium actions. The HNT26 Chassis System is specifically designed for hunting, ensuring a seamless blend of functionality and lightweight design (starting at 26 oz.). It's constructed from a magnesium alloy base with carbon fiber components for durability without compromising on weight.

Features include a foam-filled carbon fiber buttstock for reduced felt recoil, a carbon fiber forend with an optional integral ARCA rail and a seamless magazine latch integrated into the trigger guard. The chassis is designed to work with AICS magazines, ensuring smooth and reliable feeding.



## 5.11 TACTICAL

(866) 451-1726  
511tactical.com

5.11 Tactical has introduced a line of technical apparel featuring PrimaLoft Insulation. The **ADVENTURE PRIMALOFT INSULATED JACKET** and **STARLING PRIMALOFT INSULATE JACKET** are packable and weather-resistant outer shells that provide the warmth of 80 grams of PrimaLoft Gold Insulation in the body and 60 grams in the sleeves and hood.

For those who favor vests, the **ADVENTURE PRIMALOFT INSULATED VEST** and **STARLING PRIMALOFT INSULATED VEST** feature weather-resistant outer shells, backed by the warmth of 80 grams PrimaLoft Gold Insulation. A chin guard on the front zipper adds to the comfort while the adjustable hem with an internal shock cord ensures they stay in place.

The **DYLAN REVERSIBLE PRIMALOFT SHIRT JACKET** offers quilted comfort and the warmth of 100 grams of PrimaLoft Gold Insulation in addition to adjustable snap-sleeve cuffs and a fold-down collar. The outer shell is constructed from 100% Nylon while the lining is made from 100% plain weave polyester.

5.11's first two AR 670-1 complaint boots are the **EVO 2.0 8" AR 670-1** and the **SPEED 4.0 8" AR 670-1**. The EVO 2.0 8" AR 670-1 is equipped with Force Foam cushioning and an Ortholite footbed for enduring comfort and support. The Speed 4.0 8" AR 670-1 lightweight boots are crafted with suede leather and 1200D nylon, Force Foam heel cushioning and an Ortholite footbed. The ASTM slip- and oil-resistant outsole is stitched for hard use and the brand's heat deflect material helps shield feet from radiant heat from the ground. Both boots are compliant for U.S. Army Wear with MultiCam and OCP uniforms.

### STARLING PRIMALOFT INSULATED VEST



## BUCK KNIVES

(800) 326-2825  
buckknives.com

From Buck Knives, the **MODEL 663 ALPHA GUIDE** fixed-blade knife is now available. The larger hunting knife includes a 4.375" drop-point blade made with durable S35VN stainless steel; removable layered Richlite (green) or Walnut (brown) Dymalux handles that are textured to aid with gripping while also making cleaning the knife a breeze; a lanyard hole on the rear of the blade to assist with carrying or chores; and jimping along the blade's spine to aid with control while cutting. The Alpha Guide is 9" long, weighs 5 oz., and comes with a leather sheath.

## FALCO HOLSTERS

(800) 490-7147  
falcoholsters.com

Falco Holsters has unveiled **LEATHER IWB AND SHOULDER HOLSTERS** featuring enhanced retention screw customization, an integrated sight rail — plus a soft leather underlay protecting the gun finish, adding comfort for gun owners and increasing the overall sturdiness of the holsters.

With enhanced retention screw customization, users are empowered to precisely tailor the fit and retention strength of their holsters, thanks to multiple strategically placed screws. Beyond safeguarding pistol and revolver sights and the holster's interior from wear, the integrated sight rail channel ensures the holster stays open even without the firearm. Additionally, a soft leather underlay mounted over the integrated sight rail channel on the inside of the holster effectively protects firearm finishes and sights during daily wear.



## ASP USA INC.

(800) 236-6243  
asp-usa.com

The ASP **SPECTRUM UV** is a multi beam-color tactical flashlight. In addition to its primary white light, it offers illumination in red (to preserve night vision), blue (to cut through fog, and for tracking evidence) and UV (to view hidden document security features, and identifying some DNA evidence). Six available lighting modes include a white beam that can be changed to low level or strobe. The high white mode is the default mode, while the others can be user-programmed as a secondary level, activated with a double-tap of the tail switch. The tough, aluminum-framed Spectrum ships with an 18650 rechargeable battery, which can be swapped out for two (optional) CR123A primary cells.

## FRANKLIN ARMORY

(775) 783-4313  
franklinarmory.com



Franklin Armory now offers a Binary trigger GLOCK 17 Gen 3, the **G-S173**. Engineered with Franklin Armory's patented Binary Firing System (BFS), the G-S173 is the first pull-and-release trigger to provide GLOCK 17 users with the ability to actively select between regular semiautomatic and Binary modes and safely cancel the release round. G-S173 features include: Binary/semi-automatic selector paddle, front and rear tritium night sights, optics-ready to accommodate multiple adapter plates (sold separately), semi/Binary mode indicator on back plate, high-tactile front and rear slide serrations and anti-glare slide top stripe serrations.



BRN-601 RETRO UPPER RECEIVER

## BROWNELLS

(800) 741-0015  
brownells.com

Brownells has expanded its **BRN-180 UPPER RECEIVER SERIES** to include the .350 Legend straight-wall cartridge. Building on the success of the existing BRN-180 upper line, the .350 Legend model fits an AR-15 lower and is designed to help hunters increase their success in the field. This addition features feed ramps and a gas system optimized for the .350 Legend cartridge.

Brownells has reintroduced the **BRN-601 RETRO UPPER RECEIVER**. It is a detail-accurate replica of the upper receiver on the first AR-15-type rifle adopted in the early 1960s. It features the correct "slickside" receiver, fine-quality matte gray anodized finish, a 20" 5.56x45mm NATO barrel with a 1:12" twist and chrome-lined bore, chromed slickside M16 bolt-carrier group with a robust 9310 steel alloy bolt and the distinctive original three prong "duckbill" flash hider.

## CIMARRON FIREARMS

(830) 997-9090  
cimarron-firearms.com

From Cimarron Firearms, the **ARIZONA RANGER COMPETITION SA** is a fast-acting, competition-style revolver that incorporates a finely-tuned U.S. action, a competition hammer and a trigger/bolt spring that is lighter and smoother while offering a crisp, no-creep trigger pull. The sights are a wide-square notch rear and constant-width front sight, ideal for quick target acquisition and repeat shots. Hand-checked, slim European walnut grips and a blued finish enhance the look of this performance-built pistol. "Arizona Ranger" is roll engraved on the .357 Mag./45 LC Barrel in an old-style font.



110 TRAIL HUNTER

## SAVAGE ARMS

(800) 370-0708  
savagearms.com

Teaming up with Hogue, the Savage Arms **110 TRAIL HUNTER** boasts a Hogue overmolded rifle stock in OD green and Cerakote coating on the barreled action. Other features include a button-rifled, threaded, medium-heavy barrel; two sling swivel studs; two piece Weaver-style bases; 2.5-6-lb. user-adjustable AccuTrigger; detachable box magazine and a three-position tang safety. The 110 Trail Hunter is offered in popular predator, varmint and deer calibers.

More than a dozen Savage rifle models are now available in **400 LEGEND**. This straight-walled cartridge offers 100% more energy than a 12-GA slug with 55% less felt recoil and offers 25% more energy than the 350 Legend for more penetration and improved terminal ballistics.

Savage Arms released a **SINGLE SHOT ADAPTER** for Axis and 110 models converts rifles with a traditional detachable magazine into single shot rifles, enabling hunters to use Savage centerfire rifles in states that allow straight-wall cartridges (or other calibers) in single shot configurations for deer hunting. Adapters are available in four configurations, one for each configuration of Savage rifles using Savage flush-fit magazines. The Single Shot Adapter is not compatible with rifles that take ACIS magazines.

## ELITE ARCHERY

(877) 503-5483  
elitearchery.com

The **ETHOS** from Elite Archery features the SP Cam along with the V3 Mods, allowing users to create the exact holding weight, draw length and back-wall preference desired. The 33" axle-to-axle bow reaches IBO speeds of 340 fps and it has a 6.75" brace height. Easy sliding let off adjustment allows archers the ability to fine-tune their holding weight anywhere within the 70-90% range. A combination of wider limbs with strategic weight distribution on the dual caged riser give users a shooting platform that enhances aim-ability and balance for faster shot acquisition. Elite's VibeX & Vibration Reduction Technology (VRT) dampen felt residual vibration, resulting in a pleasurable and whisper quiet shot. It is offered in 19 colors including Ninja Black, Vuni, Purple Rain and TrueTimber Strata.



## BUTLER CREEK

(800) 423-3537  
butlercreek.com

**ELEMENT GUN COVERS** from Butler Creek are now available for rifles and shotguns. With its durable, water- and abrasion-resistant fabric, the case protects a firearm from the harshest conditions in the backcountry or on the range. The Element gun cover is also available in a suppressor-ready model featuring a unique "Heat Shield" technology. This optional feature allows the cover's heat resistant fabric (up to 900°) to securely store firearms before they have fully cooled down. The Element Gun Cover fits rifles and shotguns between 41" and 54" in length, and is compatible with firearms outfitted with optics.


ETHOS -  
TRUETIMBER  
STRATA





**SPEEDLOCKER**



**PROTAC RAIL MOUNT HL-X PRO**

## STREAMLIGHT INC.

**(800) 523-7488**  
streamlight.com

The **SPEEDLOCKER** from Streamlight is a portable storage container with a secure, non-electronic keypad locking system that provides fast, one-handed direct access to valuable items without the need for batteries or a power source. The lightweight container has a foam insert to help protect and secure stored items. The SpeedLocker's patented mechanical keypad provides for 31 lock combinations and comes with an Allen key to change the combination. The container is air-travel suitable when used with the supplied padlock, and its rugged hard shell is made of high-impact polymer. Its internal dimensions are 8" L x 7.1" W and it weighs 2.6 lbs. (empty).

Streamlight's **PROTAC RAIL MOUNT HL-X PRO** gun-mounted light, provides up to 1,000 lumens, 50,000 candela and beam reach of 447 meters. An innovative Jack-Cap tail cap switch offers both push-button or remote pressure switch operation. The light is TEN-TAP programmable to allow for selection of three different programs: high/strobe (factory default), high only, or low/high. The rugged, integrated rail clamp is designed to rapidly and securely attach to rifles, carbines and sub-machine guns with a MIL-STD 1913 (Picatinny) rail or, by using the included M-LOK mount. It is powered by two 3-volt CR123 lithium batteries or one rechargeable Streamlight SL-B26 li-ion battery pack.



**AMERICAN PREDATOR RIFLES WITH A BUSHNELL 4-12X40 AO SHARPSHOOTER SCOPE**

## DAVIDSON'S INC.

**(800) 367-4867**  
davidsoninc.com

Davidson's collaboration with Ruger produced a series of exclusive **AMERICAN PREDATOR RIFLES WITH A BUSHNELL 4-12X40 AO SHARPSHOOTER SCOPE** (rings included). These exclusive rifles have a Kryptek Obskura Nox camo dip finish, and the receiver, bolt knob and threaded barrel are finished in gray Cerakote. A matching gray Cerakoted muzzle brake is included, as well as a standard (also matching) thread protector. The American Predator rifle features Power Bedding to positively locate the receiver and free-float the barrel for accuracy. The installed Ruger Marksman Adjustable trigger offers a crisp release with a user-adjustable pull weight between 3 and 5 lbs. The exclusives are offered in .22-250 Rem., .308 Win. and 6.5 Creedmoor.

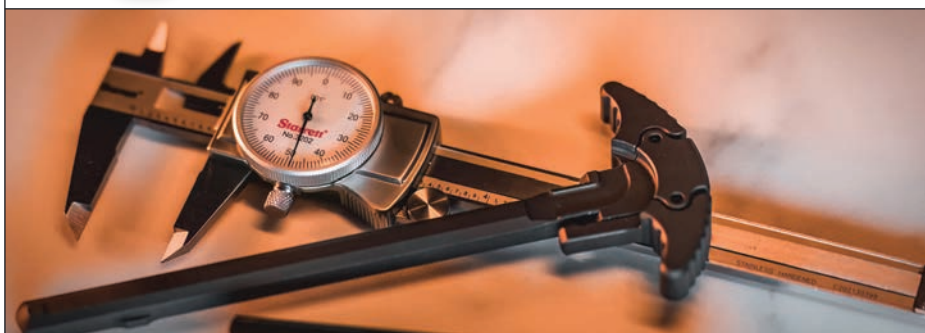
Davidson's announced the release of its exclusive variant of the **GIRSAN HIGH POWER™ MCP35 PI LIGHTWEIGHT** pistol. With a compact 3.88" barrel and an overall lighter weight of 1.34 lbs., the MCP35 PI LW model is optimized for concealed carry, ensuring both comfort and discretion for everyday carry. Each of the four factory variants are optics-ready accommodating RMS and RMSc footprint optics. This Davidson's exclusive is finished in shimmering silver Cerakote and has checkered walnut grips that are slightly thinner than the G10 grips offered on the factory models. This OPS version features a Picatinny accessory rail and it retains the flat trigger, optics-cut slide and 15-round capacity that comes standard with the factory models.



## ALIEN GEAR HOLSTERS

**(208) 618-8300**  
aliengearholsters.com

Alien Gear Holsters is now shipping its **MULTI-HOLSTER ADAPTER**. This adapter allows a significant number of holsters to connect to Alien Gear Holsters' Rapid Force Belt Slides and Drop Legs via direct mount or QDS attachments. The Multi-Holster Adapter permits the user to quickly and securely add their preferred holster to a wide range of Alien Gear Holster systems. It will also work with numerous holsters from other manufacturers, including Safariland, Blackhawk and Bladeteck.



## TROY INDUSTRIES

**(866) 788-6412**  
worldoftroy.com

In response to increased suppressor use across the shooting community, Troy Industries has introduced the **PNEUMA CHARGING HANDLE**. The Pneuma is a gas diffusing ambidextrous charging handle that will divert lead and suppressor blowback gasses away from the operator's face. It dumps waste gas out of the right side of the rifle along channels in the charging handle's surface. Enlarged, ambidextrous non-slip latches are easy to use with or without gloves. Its stem is milled from 7075-T6 aircraft grade aluminum and hard-coat anodized. The latches come in anodized black, Cerakote FDE or Cerakote gray.

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With the expansive Industry Index and Distributor Directory, your New Business Year connections are cleared to launch.



Continued from p. 74

## WE KEEP MARCHING ON

Dealers, I wanted to take a moment and thank you for your continued support and engagement. We know there are a lot of resources out there to help grow your business, and we're honored to be included in your business portfolio. Whether it's been for weeks or years, we at *Shooting Industry* value our relationship with you and look forward to embarking on our 69th year of producing the very best written B2B content in 2024.

If you plan on being at SHOT Show, come by and see us. Our parent company, FMG Publications, will be at booth 62610 and on Media Row during



SHOT Show week. There, you can interact with members of the *SI* team, as well as sister publications *GUNS*

*Magazine*, *American Handgunner* and *American COP*. Now, onward to 2024!  
— Jade Moldae, Editor

## NSSF, COMMUNITY LEADERS LAUNCH “PROJECT CHILDSAFE DALLAS”

Nov. 9, NSSF, together with the Dallas Police Department and several other Dallas-based organizations, announced the start of “Project ChildSafe Dallas.” This citywide initiative promotes firearm safety and secure firearm storage to help prevent firearm accidents, thefts and suicide throughout the Dallas-Fort Worth Metroplex.

Partners in the program, in addition to the Dallas Police Department, include GRITR Range, the DC Project – Texas Chapter, the American Foundation for Suicide Prevention – North Texas

Chapter, North Texas Chapter of the National African American Gun Association, the National Wild Turkey Federation, the Texas Parks & Wildlife Department and Bass Pro Shops. Efforts to bring in additional stakeholders are ongoing.

The program is modeled after similar programs across the U.S., including in Columbia, S.C.; Baton Rouge, La.; Memphis, Tenn. and others. Over the course of the next several weeks, NSSF’s Project ChildSafe initiative will provide more than 10,000 cable gun locks and educational resources to these partners to distribute to local residents — free of charge and no questions asked. The gun locks and safety literature are being made available through a grant to NSSF from the office of Texas Gov. Greg



Abbott, with additional support from the firearm industry.

“We know secure firearm storage works — it is the number one way to help prevent firearm accidents, thefts and suicide,” said Joe Bartozzi, NSSF president and CEO. “We want to help anyone who has an unsecured gun in their home take the steps to store it securely and responsibly, when it’s not in use, and we’re grateful to have so many partners on the ground supporting us in this effort.”

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

## USACTL SETS FALL PARTICIPATION RECORD

A record 14,708 student athletes participated in USA Clay Target League (USACTL) programs this fall — an increase of nearly 1,500 student athletes and more than 100 teams compared to 2022’s fall participation. Athletes competed on 873 high school, college and homeschool teams nationwide.

“Athletes and parents want safe, school-based, non-traditional outdoor

activities in which to participate,” said John Nelson, USACTL president. “The League’s school-approved programs provide a sense of team, belonging and camaraderie without the high costs and limited playing opportunities of traditional high school sports.”

Nelson continued, “Every year 95% of non-graduating students return to participate in the League’s programs, and over 12,000 new athletes joined the League this year through their school’s teams. Everyone participates thanks to the efforts of the shooting ranges,



coaches, and parents that make teams flourish.”

With over 47,000 participating athletes in the 2022-23 school year, the non-profit USACTL is the U.S.’ largest clay target shooting organization. The League offers trap, skeet, sporting clays, and 5-stand leagues. [/usaclaytarget.com](https://usaclaytarget.com)

BY JADE MOLDAE

## AND THE SURVEYS SAY ...

It's true — there are lies, damned lies and statistics. And then there are polls and surveys. Regardless of your view of these measures, they do — however — provide a snapshot of public opinion (ideally, an *accurate* one).

Two recent surveys conducted by Pew Research Center and Rasmussen Reports shed some light on what the American public thinks about firearms ownership and their view on gun control efforts.

### PREFERENCES

A Pew Research Center survey conducted in June 2023 (published Sept. 13) revealed some key findings about Americans' views of firearms ownership, policy and other subjects.

This survey asked respondents about firearms ownership, with four-in-ten U.S. adults sharing they lived in a household with a gun — including nearly a third (32%) who said they personally owned one. According to Pew Research Center, these figures are virtually identical to the last time this question was asked in a 2021 survey.

Republicans and Republican-leaning independents are more than twice as likely as Democrats and Democrat-leaning independents to own a firearm (45% vs. 20%). The survey revealed further demographic statistics:

- 40% of men say they own a gun, compared to 25% of women.
- 47% of adults living in rural areas report owning a firearm, compared to 30% who live in the suburbs and 20%

who live in urban areas.

- 38% of White Americans own a gun, a larger proportion compared to Black (24%), Hispanic (20%) and Asian (10%) Americans.

Something that will be of little surprise, personal protection tops the list of reasons gun owners provided for owning a firearm. Surprisingly, however, the percentage of those who cited this as the leading reason for making a firearms purchase hasn't shifted dramatically — rising from 67% in 2017 to 72% in 2023.

According to the survey, hunting represents the second most frequent reason for owning a firearm (32%), followed by sport shooting (30%), enhancing a gun collection (15%) or for occupational use (7%).

### VOTERS WANT MORE ENFORCEMENT

Nov. 1, Rasmussen published findings from a national telephone and online survey of 1,020 likely voters on their gun control views. This survey was conducted in the wake of the tragic shooting in Lewiston, Maine, Oct. 25 (which led to renewed calls of greater gun control measures and brought yellow flag laws into focus).

The survey found 44% of likely U.S. voters believe gun control laws would help prevent shootings like the one in Lewiston — an increase from 40% who said so after the May 22 tragic shooting in Buffalo, N.Y. However, 49% of respondents still don't think stricter gun control laws would help.

The results closely followed party

lines. When asked whether passing new gun control laws or stricter enforcement of existing gun control laws would be more effective to reduce gun violence, 71% of Republicans and 58% of Independents favored stricter enforcement of current laws — while 43% of Democrats held the same view.

Further highlighting the political divide, the Rasmussen survey also found 44% of Democrats think it's possible to completely prevent mass shootings (a perspective shared by 21% of Republicans and 19% of Independent voters).

The results of this most recent survey caught the attention of pro-Second Amendment voices.

"We've maintained for decades if existing gun laws were enforced we wouldn't need a constant stream of new laws with additional restrictions on law-abiding citizens — which have really not prevented such events, as gun control proponents invariably promise when they push their latest schemes," noted Alan Gottlieb, Citizens Committee for the Right to Keep and Bear Arms (CCRKBA) chairman.

**“**  
**49% of respondents still don't think stricter gun control laws would help.**

### IMPLICATIONS

The obvious implications from the above: America continues to be deeply divided when it comes to firearms ownership and the best path forward to reduce violence.

The 2024 Election Cycle has been slowly gathering momentum, and it won't be long until the 24/7 news cycle zeroes in on Election Day — November 5, 2024. We know our opponents are actively trying to eliminate our businesses, and we need to stand together and continue to engage customers, partners and our communities.

**Continued on p. 73**



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