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A Potential "Field Of Dreams" Moment? p. 30

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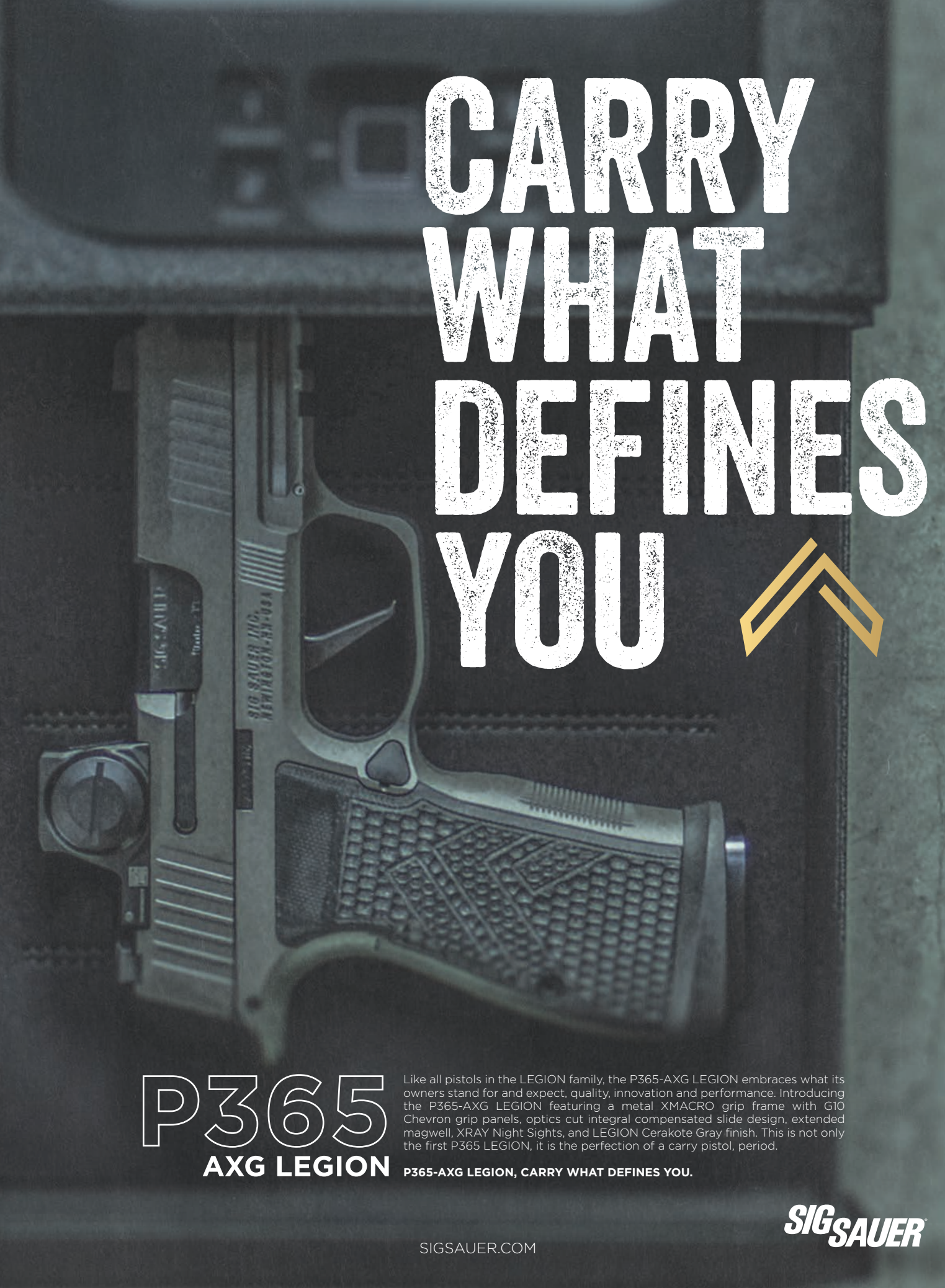
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HOWA M1500 MINI .350 LEGEND 16.25" HB - GREEN HOGUE YOUTH

Item Number: GHMA350GYTH

The Howa M1500 Mini Action rifle, chambered in .350 Legend with a 16.25" barrel (1:8" twist), is a Zanders Exclusive. It has a Youth Hogue pillar-bedded OverMolded stock and recoil pad, Howa 1500 barreled action and a forged one-piece bolt with two locking lugs. It also has a three-position safety and sling swivel studs.



CVA SCOUT TD .350 LEGEND 20" RAIL & BRAKE - TUNGSTEN/BLK WEB

ITEM NUMBER: GCR6817TB

A Zanders exclusive model, the CVA Scout TD chambered in .350 Legend features a Cerakote Tungsten finish, and black with Tungsten Spider Web stock/forearm. Featuring quick takedown and tool-free disassembly, this break-action CVA Scout TD has a 20" fluted stainless steel barrel (threaded) and DuraSight scope rail. OAL length is 35" and weight is 7.15 lbs.

CVA SCOUT TD .45-70 25" W/ RAIL & BRAKE - TUNGSTEN/BLACK WEB

Item Number: GCR6806TB

A Zanders exclusive model, the CVA Scout TD (Takedown) chambered in .45-70 has a Cerakote Tungsten finish with Cerakote Tungsten Spider Web stock and forearm. The CVA Scout TD boasts quick takedown and tool-free disassembly, while its fluted 25" stainless steel barrel has a 1:20" twist and M18x1 threaded brake. Additionally, it houses a DuraSight scope rail. OAL is 40" and weight is 7.5 lbs.

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Get Creative, Draw Customers In

Unless you've been living under a rock for the past several years, you know August is National Shooting Sports Month.

NSSF has created a promotional toolkit (shootingsportsmoonth.org/promotional-toolkit) to make it easy for your store or range to participate. Use this month to plan events, join the +ONE Movement and display the National Shooting Sports Month logo on your website, in your promotions or on social media.

To that end, this issue of *Shooting Industry* highlights two features primed to elevate a guest's experience at your shooting range. In "6 Considerations To Expand Range Profits" (p. 26), Doug VanderWoude contends range operators often leave money on the table during range check-in/check-out. He names six areas of focus where ranges can expand profit-making opportunities.

Likewise, hosting a competition can be a range's "Field of Dreams" moment — according to Tim Barker (p. 30).

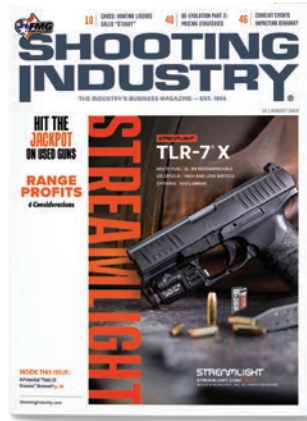
"Instead of solely using your range for hourly lane rentals, give your customers something to do by offering competitions and leagues, including bowling pin matches and practical shooting sports," he says.

Have feedback on anything you see in this issue? Contact the *SI* team anytime: editor@shootingindustry.com or comments@shootingindustry.com.

YOUTUBE GROWING PAINS

In this month's *Best Practices* column, FMG Digital Content Editor Ashley McGee shares five lessons she's learned over the past two and a half years of managing the FMG Publications YouTube channel.

As you know, YouTube doesn't make things easy for our industry, but it's the big fish — with a whopping 2.49 billion monthly active users. McGee lends insight into how brands can grow their presence on this ubiquitous platform.



AUGUST 2024

CASH IN ON USED FIREARMS

There will always be demand for timeless, high-quality used firearms. The challenge facing many dealers is how to get their hands on such unique firearms and find the right buyer.

"There's always a lot of interest in old Browning Hi-Powers, old Colt Snake guns, old Colt 1911s. You do well with them as long as you can grade them accurately," shares James LaVergne, manager of Ozark Sportsman in Springdale, Ark.

For further insights, see p. 36.

DE-EVOLUTION: PART 2

Hank Yacek's "Are We In A De-Evolution?" feature from the July issue has already generated a significant amount of feedback from readers (some responses will be included in the September issue's *Letters* section).

There are two sides to every coin, however, and in the final part of this two-part series Yacek puts dealers' pricing strategies under the microscope. The battle between price point and sales volume is crippling many businesses, he contends.

See p. 40 for more.

NEXT MONTH: DEALER REWARDS & MORE

In the September issue, readers can look forward to first-time *SI* contributor Peter Suci's examination into the merits of rewards programs for sales associates. Other highlights are: concealed carry trends, hunting-knife sales pointers, gunsmithing profits and more. **SI**

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Online Traffic Manager **LORI ROBBINS**

■ lori.robbins@fmghq.com

Classified Advertising **AMY TANGUAY**

■ classads@fmpublications.com

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EXPRESS SERVICE shootingindustry.com/service

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PRODUCTION lori.robbins@fmghq.com



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The annual 'U.S. Firearms Industry Today' report is where I gauge my concealed carry products' performance against trends in the industry.

S/: "MY GO-TO MAGAZINE!"

Shooting Industry is my go-to magazine! I read it cover to cover every month — and I especially look forward to the July issue.

The annual "U.S. Firearms Industry Today" report is where I gauge my concealed carry products' performance against trends in the industry. Each year, I download the report and use it all year long.

I'm a data geek. This report truly guides my decision making!

— Jay French, Owner
CCW Breakaways
ccwbreakaways.com

Jay, thank you for your kind words. This report is certainly "a labor of love" for the S/ team, but it's one we're proud to present each year to the industry. (I'm a numbers junkie, too, and I find the data fascinating as it comes together.)

Thank you for sharing how much it means to your business, and we hope it continues to impact your brand and other companies in our space in the future, as well.

Readers, we welcome any feedback on this annual report, or any other content you see in *Shooting Industry*. Contact me directly anytime: editor@shootingindustry.com. [S/](https://www.facebook.com/shootingindustry)

— Jade Moldae, Editor

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CAHSS: HUNTING LICENSE SALES REMAIN STEADY 2022–2023

The Council to Advance Hunting and the Shooting Sports (CAHSS) in collaboration with Southwick Associates, has released its annual report on hunting license sales, revealing a relatively steady trend for the 2022–2023 license year. According to the report, over 80% of participating states experienced a change of 5% or less in hunting license sales from the previous year.

In early 2021, CAHSS conducted a comprehensive survey of state wildlife agencies, which showed an overall increase in hunting license sales by 4.9% from 2019 to 2020. This rise was attributed to the surge in outdoor recreation during the first year of the

COVID-19 pandemic. However, as the pandemic extended into its second year, 2021 saw a dip of 1.9% in overall sales, despite the continued high demand for outdoor activities, particularly among nonresident hunters.

CAHSS revisited the study in early 2023 to track trends in hunting license sales for the 2022–2023 license year. The findings indicated a 3.1% decline in sales compared to 2020–2021 license year. However, the latest report for 2022–2023 showed a much smaller decrease of just 0.3% across the 47 states that participated in the study, suggesting a stabilization in participation rates.

“The 2022–2023 hunting license

sales indicate participation is likely relatively stable at the national level,” said Swanny Evans, CAHSS director of research and partnerships. “This is a positive sign for the hunting and conservation community.”

Key findings from the 2022–2023 report include:

- A 0.3% overall decrease in hunting license sales compared to 2021–2022, with resident sales down by 0.2% and nonresident sales by 0.6%.
- 51% of the 47 reporting states saw an increase in license sales.
- The Midwest region experienced a slight increase in sales by 1.0%, while the Northeast, Southeast, and Western regions saw decreases ranging from 0.6% to 2.1%.

• Monthly sales varied throughout the year, with notable increases in March, May, August, October, November and December.

This CAHSS report underscores the need for continued R3 initiatives to maintain and grow the hunting community. By analyzing trends and responding to changes, CAHSS aims to support the hunting community and ensure a sustainable future for the activity.

The full report — “Hunting License Sales 2022–2023” — is available for download on the CAHSS website.

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

KRYPTEK OUTDOOR GROUP DEBUTS PRO PROGRAM

Kryptek Outdoor Group, an innovator in outdoor apparel and gear, announced the launch of its exclusive Pro Program for a select group of professionals.

The program will provide active military personnel, military veterans, law enforcement officers, guides and outfitters, government employees and outdoor industry professionals with unparalleled access to Kryptek’s products at special rates.

Kryptek’s Pro Program aims to support those who have committed their lives to protecting and enhancing our nation, its communities and its natural environments. This program offers members significant discounts on Kryptek’s extensive range of high-performance hunting and outdoor gear.

“At Kryptek, we have always been committed to supporting those who serve our country and communities. The launch of our Pro Program is a testament to our appreciation for their dedication and sacrifice. We are honored to provide these professionals with access to our top-tier products,



helping them perform their duties with the utmost efficiency and comfort,” said Butch Whiting, CEO of Kryptek Outdoor Group.

Interested individuals can sign up for the Pro Program at kryptek.com/pages/pro-program. The application process is straightforward, requiring verification of professional status to qualify for the exclusive benefits.

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



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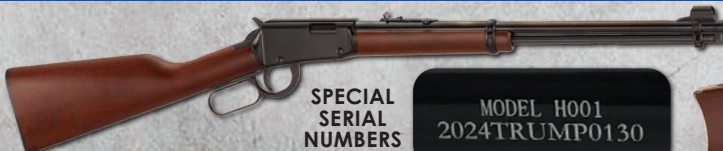
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OSCF RELEASES “CONNECTING WITH CONSERVATION” HIGHLIGHTS EPISODE

The Outdoor Stewards of Conservation Foundation (OSCF) released a new highlights episode of its series, “Connecting with Conservation.”

This series was developed to thank industry manufacturers, state wildlife agencies and the vast number of active hunters, anglers, trappers and shooters (HATS) for their contributions in support of wildlife conservation efforts. The Pittman-Robertson Act and the Dingell-Johnson Act provide the means for wildlife conservation funding.

“Conservation efforts like teaching hunter education, building shooting ranges and managing habitat and wildlife populations are possible because of the \$3.6 billion that America’s HATS contribute each year through their purchase of excise-taxed outdoor products and hunting and fishing licenses. We thank this community for the incredible impact it has on American conservation efforts,” said OSCF Executive Director Jim Curcuruto.

“Connecting with Conservation” was



Screenshot from the OSCF’s “Connecting With Conservation Highlight” video. This series was developed in collaboration with organizations, manufacturers and other partners from around the industry.

developed in collaboration with leading outdoor brands and manufacturers, including the American Sportfishing Association, Bear Archery, Creedmoor Sports, Hardy with Pure Fishing, Mossberg, Rapala, Rather Outdoors, Remington Ammunition, Savage Arms, SEVIIN, Shimano, Silencer Central, St. Croix Rods, YUM with PRADCO Outdoor Brands and Z-MAN.

The series was also created in partnership with state fish and wildlife agencies including Alabama Department of Conservation and Natural Resources, Arkansas Game and Fish Commission, Massachusetts Division of Fisheries and Wildlife, Florida Fish and Wildlife

Conservation Commission, Georgia Department of Natural Resources, South Carolina Department of Natural Resources and South Dakota Game, Fish and Parks.

The “Connecting with Conservation” video series is produced with the support of The Murray Road Agency. Funding comes from the Multistate Conservation Grant Program (F23AP003940), which is supported by the Wildlife and Sport Fish Restoration Program and is jointly managed by the Association of Fish and Wildlife Agencies and the U.S. Fish and Wildlife Service.

To view the new video visit youtube.com/watch?v=KUunMbFQxeg&t=28s.

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

HIVIZ SHOOTING SYSTEMS ANNOUNCES NEW DEALER, RANGE PROGRAMS

HIVIZ Shooting Systems, manufacturer of tritium/fiber-optic and fiber-optic sights for handguns, shotguns and rifles, announced the introduction of its Stocking Dealer and Range Programs.

“These initiatives reflect our commitment to providing top-tier products and exceptional service, ensuring our dealers and range partners have the resources they need to succeed. By working closely with our network, we aim to foster a stronger, more engaged community of shooting enthusiasts who trust HIVIZ for their shooting needs,” said

Joseph Smith, VP of sales and marketing for HIVIZ.

Those signing up to become HIVIZ stocking dealers with this purchase program will receive discounts on the most popular HIVIZ sights, as well as access to the HIVIZ Sight Installation Program and special tech support. The program also includes special product materials and assets to assist in the demonstration and sales of the newest products.

The Stocking Dealer Program is only eligible for state-certified dealers, where applicable, with a brick-and-mortar location.

The HIVIZ Range Program assists ranges with upgrading factory sights on demo firearms. Participants receive special discounts on up to four sights



a year, as well as assistance with sight installation. Sights must be featured for a minimum of one year. This program is only eligible for existing and independent ranges with established rental inventory that are open at least 35 hours a week.

Dealers may obtain more information on either of these sales programs via their local HIVIZ sales representative. They may also email HIVIZ Sales Coordinator Colin Evans at colin.evans@hivizsights.com.

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



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WTTA FUNDRAISER EXCEEDS GOAL

Walk the Talk America (WTTA), a nonprofit organization dedicated to bridging the gap between mental health and responsible firearm ownership, announced its recent fundraiser raised \$105,568, exceeding its goal of \$100,000.

The fundraising event, held May 1–8, received generous support from the firearms community that was spearheaded by Top Shot Season Four Champion Chris Cheng. Cheng kicked off the fundraiser with a personal donation of \$5,000, used to match donations of \$1,000 or less and inspiring the community to contribute to this vital cause.

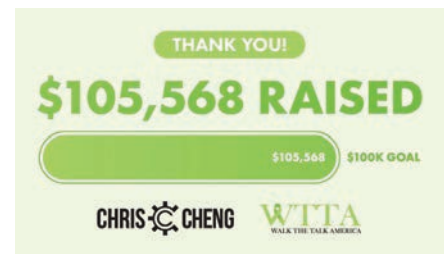
The organization also received sizeable contributions from corporate partners

Armcor, Ruger, Davidson's, Lipsey's, Chattanooga Shooting Supplies Inc. and Zephyr Wellness.

The funds raised will be instrumental in enhancing WTTA's programs, which aim to improve mental health for gun owners and educate mental health practitioners about the unique aspects of gun culture.

"Surpassing our fundraising goal is a testament to the strong belief within the firearms community that mental health is a key component in reducing gun violence," said Cheng. "The overwhelming support we received underscores the commitment of gun owners to contribute to a safer and healthier America. This accomplishment during Mental Health Awareness Month signifies the positive impact we can achieve when we come together."

"We are deeply moved by the



incredible support shown by our community. This fundraiser wasn't just about raising money; it was about raising awareness and building a bridge between mental health and responsible gun ownership. The funds raised will enable us to continue our mission of fostering understanding and providing essential mental health resources to gun owners," said Michael Sodini, founder and CEO of WTTA.

Uniquely positioned to integrate the wisdom of gun-owning mental health professionals, WTTA is offering innovative solutions derived from real-world experiences.

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

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STACCATO OPENS STACCATO RANCH

Staccato, creators of the Staccato 2011 pistol Built for Heroes, announced the opening of Staccato Ranch to members on May 11.

Staccato Ranch in Florence, Texas, is home to Staccato headquarters and manufacturing operations for its handguns and ammunition. Staccato also has created a community of patriots who love shooting, love challenging themselves, love America and are passionate about protecting American freedoms. Staccato Ranch, spread across 770 acres of scenic Texas Hill Country, is the place where Staccato unites this “family.”

“When you purchase a Staccato pistol, you become a family member for life. This family shares a love for ‘life, liberty and the pursuit of happiness.’ And they share a love for shooting Staccato handguns and ammunition. But, many have expressed they do not have a great place to shoot and connect with like-minded patriots. So, we decided to do something about it and give these American heroes a truly special place to gather — their own private club and ranch,” said Staccato Co-Chairman of the Board Nathan Horvath.

At Staccato Ranch, the company aims to break the boundaries of traditional



Aerial view of Staccato Ranch — an expansive facility housing the Staccato headquarters, numerous ranges, clubhouse, pro shop and more.

shooting by designing unique experiences inspired by heroes in military and law enforcement special operations. The experience even includes night shooting with glow-in-the-dark clays. These experiences are designed to be fun and accessible to novice shooters while still challenging for professionals.

Staccato Ranch daytime activities and amenities include 17 private outdoor pistol bays, a 26-lane indoor range, three sporting-clays courses, two five-stand clays courses, private and group lessons and fishing. Members can shoot in their own private bay or in a group setting alongside other members of the Staccato family. The ranch includes a clubhouse and pro shop.

Staccato Ranch is considering offering overnight facilities as well as other amenities for members who wish to stay for longer periods.

“Staccato is built for heroes and made in America because we have a deep belief in the American ideal,” said Staccato President Andrew Kletzing. “Staccato owners don’t just buy our Staccato pistols. They buy into this same belief.”

Members of the Staccato 368 community of handgun owners received early access to apply for Staccato Ranch membership. While application for membership at Staccato Ranch is now open to all, Staccato 368 members will continue to receive priority in the application process. Staccato Ranch will accept applications until availability is full to ensure an exceptional member experience and availability of its activities for members.

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

GUNBROKER LAUNCHES COLLECTOR ELITE AUCTIONS

GunBroker has introduced Collector’s Elite Auctions, a new initiative designed specifically for the discerning collector. This premium program offers curated, high-end auctions featuring rare and distinct firearms and collectibles, with a unique, cost-effective structure tailored to enhance both buyer and seller experiences.

Unlike typical auction platforms where excessive buyer’s premiums can rapidly accumulate, Collector’s Elite Auctions sets a buyer’s premium at only 10%.

“Our goal with Collector’s Elite Auctions is to provide an accessible, yet premium experience that caters to serious

collectors and sellers,” said Jared Smith, CEO of AMMO Inc., the parent company of GunBroker. “We’re excited to offer a platform where high-end collectors can thrive without the hefty fees typically associated with luxury firearm auctions.”

Collector’s Elite Auctions not only benefits from GunBroker’s extensive network and robust digital infrastructure, but also offers enhanced features such as:

- **Expert Curation:** Items are selected for Collector’s Elite Auctions by GunBroker’s network of expert sellers who specialize in hard-to-find items.
- **Exclusive Selection:** Access to rare and sought-after pieces that are often hard to find in the market.
- **Extended Visibility:** All auctions receive a two-week preview period before live bidding begins, followed by a



two-week auction duration to maximize exposure.

• **Marketing Support:** Each auction benefits from promotional, editorial and advertising support provided by GunBroker’s seasoned marketing team, ensuring optimal reach and visibility.

The first Collector’s Elite Auction closed June 20.

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



NSSF'S PROTECT LIBERTY PAC RECEIVES DAVIDSON'S, LIPSEY'S, NASGW DONATIONS

The NSSF's Protect Liberty Political Action Committee (Protect Liberty PAC) announced a \$25,000 contribution from Davidson's Inc. owner Bryan Tucker. That donation matched the amount of a previous contribution from Lipsey's owner and chairwoman Laurie Aronson, as well as one from the NASGW.

These donations will boost Protect Liberty PAC's efforts ahead of this November's election to ensure the election of candidates who will fight to protect our Constitutional rights, especially the Second Amendment.

"We hope more businesses in the firearm, ammunition, hunting, recreational and shooting sports industry, and concerned gun owners, will stand with Bryan and others who have contributed so far in supporting Protect Liberty PAC," said Lawrence G. Keane, Protect Liberty PAC's treasurer.

"As the owner of Davidson's Inc., I am happy to match the generous contributions of Lipsey's owner and chairwoman Laurie Aronson and the NASGW to Protect Liberty PAC, and I encourage my fellow industry members and individual gun owners to do the same at this critical time," said Tucker.

Protect Liberty PAC is an independent-expenditure-only political committee and can accept unlimited personal and corporate contributions from companies in or outside of the industry, so long as they do not have federal contracts. Contributions are not deductible as charitable contributions for federal income tax purposes. **SI**

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

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

INTRODUCING

TIP2

THE NEXT GENERATION

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Addition to the HSM Roster of Superior Hunting Cartridges!
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The magic in this new cartridge is the Hornady® SST® (Super Shock Tip) bullet. Designed to deliver tremendous shock on impact while expanding quickly and reliably, particularly at higher velocities. Flat shooting and deadly accurate, it's an ideal bullet for whitetails, as well as most North American game animals. The SST® creates a devastatingly large wound channel.

TIPPING POINT₂ is available in the following calibers:

Caliber	Bullet Wgt.	Type	FPS
.243 Winchester	95 gr.	SST	3170
6.5mm Creedmoor	140 gr.	SST	2714
.270 Winchester	150 gr.	SST	2813
7mm-08 Remington	162 gr.	SST	2512
.308 Winchester	165 gr.	SST	2645
.30-06 Springfield	165 gr.	SST	2749

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YOUR OPINION MATTERS

Dealers, we'd love to hear from you!

Great! I've got some thoughts.

Perfect. Just send an email to comments@shootingindustry.com



B. BECCARIA

Burriss Optics Announces Appointments

Burriss Optics announced the appointment of Bruno Beccaria to the position of general manager, and the promotion of Alberto Corbetta to the position of senior VP of sales and marketing.

As the head of U.S. operations, Beccaria is tasked with further accelerating the companies' advanced technology initiatives across the outdoor sports and defense optics segments.

Beccaria's background stems from his work with Beretta Holding S.A. (Benelli Armi S.p.A. and Franchi) for the past 15 years.

Corbetta will continue to oversee global branding, marketing and product management for Burriss, as well as absorb worldwide sales responsibilities for the Burriss brand and for the Steiner brand in the U.S.

Corbetta joined Burriss in late 2022 as VP of strategic brand and product marketing position. Previously, he served as part of the Burriss marketing team before transferring to Steiner Optik in Germany, where he was involved in marketing and development.



M. NICHOLSON

Orion Wholesale Promotes Sales VP

Matt Nicholson is now serving as the VP of sales for Orion Wholesale. He is responsible for sales team leadership, expanding new sales territories, developing new distribution channels and contributing to the company's marketing and business strategies.

Brent Taylor, Orion Wholesale CEO, stated, "As Orion continues its rapid growth, Matt's sales

leadership and background in building top-performing sales teams will expand Orion's product portfolio."

Before joining Orion, Nicholson led high-performance sales teams at Davidson's and AMMO Inc.



J. HARRISON

Heckler & Koch Welcomes Sales Manager

Heckler & Koch welcomed back John M. Harrison as sales manager. He will focus on managing commercial sales, coordinating new product launches and overseeing customer relationships in collaboration with the organization's manufacturing representatives.

Harrison has a distinguished 20-year military career, from which he retired as a U.S. Army major. Previously, he served as the director of sales and marketing at PTR Industries LLC and director of commercial and law enforcement sales at Heckler & Koch.



B. PROTHEROE

Primary Arms Government Names Sales & Program Director

Primary Arms Government welcomed Bob Protheroe as the new director of government programs and sales. He will support the team in leadership, customer retention, grants, contracts, revenue generation, sales strategy, business analytics, channel development, negotiations and client communication.

"[Protheroe] brings a wealth of experience in navigating the government contracting landscape and is committed to fostering strong partnerships to deliver innovative solutions for the sector," said Özge Cumberland, chief business development officer at Primary Arms.

He brings over 30 years of

experience in the industry from leadership roles at Geissele Automatics, Beretta Defense Technologies, Steiner USA, Avon Protection Systems Inc., Municipal Emergency Services Inc., TVI Corporation and Fisher Scientific.



PRAIRIEFIRE EXECUTIVE LEADERSHIP TEAM

PrairieFire Nevada Introduces Executive Leadership Team

Outdoor shooting destination, PrairieFire Nevada has introduced its executive team. Utilizing their extensive experience, the organization's leadership and trainers are dedicated to nurturing personal growth for individuals, regardless of their skill level or objectives.

The team consists of Executive Chairman Scott Miller, CEO Mark O'Neil, Chief Experience Officer Lanny Barnes, Senior VP Levi Rogers, Chief Training Officer Hans Hansen, Chief Communications Officer Sonny Leggett, CMO Chad Brown, VP of Facilities and Construction Christian Storck-Petersen, VP of Engagement Jennifer Williams, VP of Memberships Kasia Kwiatkowska and Director of Business Dev. Adam Black.



D. D'ANGELO

Kent Outdoors Taps Chief Supply Chain Officer

Kent Outdoors announced Dave D'Angelo joined the company as chief supply chain officer.

"[D'Angelo] is a versatile, strategic leader with an incredible amount of experience across industries and global markets," said Kent Executive Chairman Lee Belitsky.

D'Angelo has over 25 years of leadership experience from positions at Thermo Fisher Scientific, Dick's Sporting Goods, Staples and Reebok.



J. JETER

Streamlight Inc. Names Regional Sales Manager

Streamlight Inc. has hired Joshua Jeter as regional sales manager, where he supports the company's Industrial/

Fire Division. In this role, Jeter will manage the company's manufacturers' rep groups in the south-central region focusing on sales, dealer revenue growth and customer support.

Mike Dineen, Streamlight's chief revenue officer, said, "His success with the management of a large dealer network and a large sales territory will no doubt serve our Industrial and Fire Division well."

Prior to joining Streamlight, Jeter served as a territory manager for Wearparts Tillage Tools and for Unverferth.

Jeter earned a B.S. in agriculture and extension education services from Tarleton State University.



E. WILLE

GUNSTORES.com Taps Business Dev. VP

Eric Wille has joined GUNSTORES.com to serve as the VP of business development to help drive the company's

growth and innovation in the market.

Wille has more than 10 years of experience from serving in various leadership roles at Orchid, Gearfire and AcuSport.



Benelli USA Retains Chief Logistics Officer

Benelli USA has appointed Chris Binion as the company's chief logistics officer with oversight that includes the Benelli USA, Franchi, Stoeger, Uberti USA and Chapuis brands.

"[Binion] brings a wealth of experience, as well as expertise, in logistics and distribution management

that will significantly benefit our organization," said Tom DeBolt.

He brings over 20 years' worth of experience in logistics and distribution to the position from roles at New River Logistics, Avnet Electronic, Premier Farnell and Sony Ericsson Mobile Communications.

Binion earned degrees in logistics and transportation management from Eastern University.



C. HARRISON

HIVIZ Shooting Systems Welcomes Commercial Sales Director

Christopher Harrison has joined HIVIZ Shooting Systems as the director of U.S.

commercial sales.

Joseph Smith, HIVIZ VP of sales and marketing, shared, "To execute our growth strategy we needed a pro, and we are pleased to have Christopher Harrison join our team. His experience driving strategic growth, fostering strong partnerships and delivering unparalleled customer satisfaction is a powerful addition to our high-performing sales and marketing team."

Harrison joins the team with over 40 years of experience as a sales professional in the firearms and defense industry.



J. BRUNO

Sierra Bullets & Barnes Bullets Appoint CEO

Sierra Bullets and Barnes Bullets announced the recent appointment of Jim Bruno as CEO.

Andrew Sparks, VP of marketing, said, "We are excited for his strength in leadership and strategy. We look forward to him leading our businesses."

Bruno most recently served as the president of Bushnell — a Vista Outdoor segment that also includes brands such as Simmons, Primos, Hoppes, Champion, Gold Tip and BeeStinger. Prior to Bushnell, he held roles for several Vista Outdoor Hunt/Shoot brands, including Federal, CCI, Speer, Remington and Hevi-Shot.



A. SIBBLE

Legacy 1846 Outdoor Group Appoints CEO

Legacy 1846 Outdoor Group announced the appointment of Andrew Sibble to CEO.

The company oversees a diverse portfolio of subsidiaries, including sales and marketing provider Outtech, that cater to a wide range of outdoor consumer and vendor needs.

Outtech Founder Jay Scholes said, "I have worked with [Sibble] for many years and am confident that he has the experience, respect, strategic vision and passion to help take Outtech and our subsidiaries to the next level."

Sibble has nearly two decades of industry experience. He held positions at Plano Synergy, Alliance Consumer Group and Xpedition Enterprises.



M. HAMPTON

FMG Publications Grieves Loss

Mark Hampton, world-famous handgun hunter, author of several books and

American Handgunner's Handgun Hunting column and longtime contributor to *GUNS Magazine* passed away on June 23 while on a big-game hunt in the Burko Hunting Area of the Moduli region of Tanzania.

Hampton's career was spent in service to others. He was elected and served for six years as a Missouri State Representative for the 147th District.

He was also a volleyball coach, softball coach and teacher at Summersville High School, and held the positions of principal and superintendent for the Summersville R-2 School District.

Colleague Roy Huntington shared, "His legacy of knowledge, consideration, thoughtful help and sincere desire to help new hunters learn the ropes will be missed by all who knew him." **SI**



BY MASSAD AYOUB

ADVISING ON DEFENSIVE HANDGUN AMMO SELECTION

It's common for customers to ask gun shop staff for advice on defensive ammunition, and the question is particularly frequent among first-time gun buyers.

If they ask for the cheapest, that's going to be round nose full metal jacket, which is a notoriously poor "manstopper" and an obviously bad choice for someone who wants to be able to quickly stop violent men.

The wrong ammo can have another consequence. Round nose lead or full metal jacket bullets, now used primarily for training and target shooting, tend to shoot through and through the body of the attacker — which is usually the only safe backstop there is.

The late attorney John LeVick spoke of one of his cases where a rescuer saved a friend's life and his own, but one of his 9mm FMJ bullets went through the attacker and into the friend.

So, let's look at recommendations.

IN GENERAL

For the reasons above, your defensive-ammo customer generally wants expanding bullets. History has given us ample proof they stop bad guys quicker. They're designed to stay in the body of the offender, reducing

the likelihood of an over-penetrating bullet that could strike a bystander who was unseen by the shooter because of tunnel vision, darkness or the offender's body simply blocking their view. The cookie-cutter shape of a hollowpoint is also likely to bite into any hard surface it strikes, reducing the likelihood of a ricochet that could strike an innocent bystander.

The only rounds with an established record "on the street" are those issued widely by police. Their high frequency of use builds a database.

My career — which includes 19 years as chair of the firearms/deadly force training committee of the American Society of Law Enforcement Trainers and a like period on the advisory board of the International Law Enforcement Educators and Trainers — has given me access to a great many of the police instructors who keep track of such things at their agencies.

Based on that input, I offer you the following recommendations.

PREMIUM VS. EXOTIC LOADS

The only ammo we have a good database on — due to being used by LEOs — tends to be premium-grade ammo from the five largest

◀ You already know this: Products with proven "street credibility" (i.e., those used by law enforcement) are going to prove popular for consumers.

manufacturers, in alphabetical order: Federal, Hornady, Remington, Speer and Winchester. The product lines are Federal HST, Hornady Critical Duty, Remington Golden Saber, Speer Gold Dot and Winchester Ranger. (Only one of those brands, Winchester Ranger, is limited by manufacturer policy to law enforcement sales, but their PDX-1 commercial line is pretty close to the same thing.)

What about exotic loads? Most of the frangible bullets with very light weight and very high velocity come short on penetration, not meeting the FBI standard of 12" minimum to 18" in calibrated ordnance gelatin, and tend to be too expensive to practice with and "vet" in the given pistol.



9mm is now overwhelmingly dominant in both American law enforcement and the armed-citizen sector.

Their point of impact vis-à-vis the point of aim may differ dramatically from training ammo. Moreover, very light/very fast is not what most Auto pistols were built for, and the altered cyclic rate may cause malfunctions. Non-hollowpoint fluted bullets — such as those from Lehigh Defense — are promising according to testing, and have worked very well in handgun hunting. However, we have little (if any) feedback from the field as to their manstopping efficacy.

CALIBER-BY-CALIBER EVALUATION

Let's look at the popular defense loads.

During its brief flash of popularity, the **10mm Auto** seemed to turn in the best performances in the field with 175- to 180-grain bullets somewhere around the 1,200 fps velocity range. Notable among these was the Winchester 175-grain Silvertip, now in production again, and Hornady makes an XTP in a similar weight/velocity range.

The **.357 SIG** had a longer and greater popularity run, but is now hard to find and has fallen out of favor due, in great part, to ammo unavailability. Its high-velocity 125-grain bullets performed *awesomely* in Virginia for Richmond PD and the State Police (both Gold Dot) and Tennessee troopers (reportedly Remington Golden Saber) and optional .357s in Dallas (Winchester Ranger).

9mm is now overwhelmingly dominant in both American law enforcement and the armed-citizen sector. Few police departments carry 115-grain anymore, but Federal is again running their 9BPLE load, a 115-grain JHP at 1,300 fps. Similar to the .357's performance for the Richmond PD, this load performed exceptionally for the Illinois State Police for many years, and ditto in DeKalb County (Atlanta area) and for the Border Patrol in their early use of 9mm. It won't always make the 12" minimum in FBI gelatin, but creates a wide, fight-stopping wound channel.

The 9mm 147-grain subsonic is not as popular as it once was: Indianapolis PD went from it in the HST to 124-grain +P HST, but Los Angeles County Sheriffs are reportedly still happy with 147. The FBI, which really promoted the 147 at first, is now reportedly issuing 135-grain Hornady Critical Defense. In the middle is the 124-grain +P, my own choice for general 9mm carry, with rave reviews from NYPD and Las Vegas Metro (both Gold Dot) and Chicago PD (Winchester).

.380 ACP is popular, but problematic. It has enough power to expand a hollowpoint *or* reach the FBI's recommended 12" minimum penetration, but not both. JHPs can fail to go deep enough; ball will go deep enough, but it is the round



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that gave .380 its reputation for feeble "stopping power" in the first place. Fluted bullets such as the Lehigh or Black Hills HoneyBadger are promising in testing but have little field feedback. The Hornady XTP 90-grain JHP comes close to FBI's penetration spec and generally expands at least to some degree.



As a resident expert in the community, your recommendations on ammunition selection could save lives.

.40 S&W has lost popularity but is still commonly used. The 180-grain subsonic JHPs have the mildest recoil and is still preferred by the California Highway Patrol, but 165-grain JHPs at 1,140 fps seemed to make the

most dynamic wounds in the guns of departments like Nashville Metro, with Gold Dot, HST, Golden Saber and Ranger equally effective.

In **.45 ACP**, 230-grain JHP like the Winchester and the HST (particularly in +P) have been known to expand to an inch and still reach optimum depth.

There are still lots of **.38 Specials** out there, and one trend among experts is recommending 148-grain mid-range wadcutters, which exhibit deep penetration and substantial "crush cavity" with very mild recoil in the lightweight guns that are now the most-carried .38s. Remington's 158-grain +P lead hollowpoint expands at least somewhat in flesh from short barrels, as do the hard-to-get 135-grain +P Speer Gold Dots, which ATK's Ernest Durham and his team engineered expressly for 2" revolvers.

In **.357 Magnum** full-velocity (1,450 fps) 125-grain hollowpoints from Remington and Federal remain the most proven, closely followed by Winchester's recently re-introduced 145-grain Silvertip.

Ultimately, a consumer's ammo purchase is driven by several factors — price, intended use, preferences, brand loyalty, etc. As a resident expert in the community, your recommendations on ammunition selection could save lives. **SI**



BY NANCY KEATON

WILDHERNESS TEACHES WOMEN WHAT THEY *CAN* DO

“WE teach women that they *can* so no one can ever tell them they can’t,” emphasized Jess Rice, founder and president of wildHERness.

Right away, these powerful words illustrate what the organization is about.

Even though it was a crazy time to start, it didn’t deter Rice, Sharenda Birts, Alex Mosiman and Jess Banes because they saw the positive aspects of the trying times.

“We got started in 2020 and it was a wonderful time in terms of being able to disseminate programming. We were able to reach a wide audience right out of the gate through virtual programming,” Rice explained. “Our goal, first and foremost, is education — it’s something that can never be taken away.”

Rice highlighted another unique facet of her organization.

“We’re really interested in allowing people to create their own outdoor journey,” she said. “So, it takes the form of many different avenues. We have people who may never shoot a gun but are so in love with foraging and all the products that can be made from wild fibers that there is literally something for everyone. We have an opportunity for people to explore their wild so that’s

wildHERness in a nutshell.”

Rice continued, “We are also very interested in mentoring and community service because we believe we are an integral part of our community. It’s important to us to give back in terms of habitat improvement and conservation projects that uplift women in general.

“We are also a full 501(c)(3) nonprofit. Sponsorships, donations and merchandise sales help fund a lot of things for us. We’re committed to offering these experiences on a free to low-cost basis. All our programming is aimed at reducing barriers to entry, so we try to keep things as affordable as possible.”

SHARED PASSION UNITES GROUP

When asked how they came up with the idea for the organization, Rice thought for a moment then said, “I think it was a long time coming. We have been involved with numerous women’s outdoor programs and while all are valuable in their own right, I felt like there were things that were lacking.”

When Rice met Birts, Banes and Mosiman, their shared passion for providing a safe space for women to learn more about the outdoors brought them together.

“We like to be able to focus on instituting the outdoors as part of

◀ Hosted at a brick-and-mortar store, wildHERness’ first shotgun cleaning class was a hit for attendees.

life rather than just a one-and-done opportunity to participate,” she said.

The organization now has events in Missouri, Kansas, Oklahoma, Colorado and New York, with plans to expand to Minnesota and other East Coast states in 2025.

wildHERness holds a variety of events such as hunt camps and classes like Wild Edibles and Plant Propagation. Upcoming programs include an archery event, an astronomy event, a weekend rifle event focused on scopes and a tree-saddle event.

The group is also partnering with the Missouri Hunting Heritage Federation to offer a “Mom and Me Squirrel Hunt.” All the equipment and ammunition will be provided. Kids must be at least 11 years old, and it can be any combination of an adult female with a female child.

GO WYLD

The largest and one of the best opportunities for women to explore these activities, however, is the GO WYLD event. GO WYLD stands for *Go Outdoors Where You Lead Discovery*. One is held in the fall in Missouri, and the first spring event was just held in Oklahoma.

“We have 30+ different class offerings and it’s a great way to get your toes wet, to see what kind of equipment is required and what kind of permitting is required, all before you ever make that investment in the activity,” explained Rice. “It’s a try-before-you-buy atmosphere, so it’s really an opportunity for people to begin new passions. When we’re recruiting instructors, we don’t want experts; we want people who are knowledgeable and can inspire people with a passion.”

The age range of participants varies. Rice elaborated, “For firearm-related classes, kids need to be 11 or older because it is the first age that they can take the hunter-ed certification. But for activities such as archery, there is no age limit because we typically teach with Genesis bows. They’re adaptable for all skills and age ranges.”

The event capacity is for 100 women and often sells out within hours. They don’t anticipate increasing it, though,

simply because of the value of the smaller class sizes. Attendees choose their own adventure, selecting and participating in five classes over the weekend.

Rice shared some of the classes that have proven most popular with attendees aren't what she expected: "I was very surprised bowfishing was so popular this time around and even had a waiting list."

The mentored squirrel hunt is well-attended, too. Rappelling is always popular, as well as paddling, fly fishing and Wild Infusions.

CHALLENGES

Rice is sad to say though that while their shooting classes are always the most popular, they are, unfortunately, getting to the point where finding locations that allow shooting classes is limited.

"The shooting sports need more attention because they tend to be some of the most intimidating classes for women," she stated. "The classes have to be very carefully delivered, and the women need a lot of practice to make it a comfortable situation. We hope to develop a kind of a GO WYLD for shooting sports where we have different disciplines, and different kinds of accessory classes like cleaning, ballistics, long-range precision shooting, all sorts of topics exclusively shooting."

When asked what kind of feedback they get from attendees, Rice supplied, "The one that comes to mind the most often with GO WYLD is 'life-changing.' It truly is a magical weekend where women are tapping into something kind of primitive. Being able to learn or master those skills is transformative for these women. Having other women around them who are interested in the same thing and are supportive of what they're doing lends to a very open-minded, happy atmosphere. And

then you add in a good caterer and you kind of have a magic recipe," she laughed.

She continued, "Between Friday and Sunday, you can see how the heads are held a little higher and the shoulders are just a little bit further back with the confidence gained from things they've been able to do and the relationships that are created. It's incredible."



Having other women around them who are interested in the same thing and are supportive of what they're doing lends to a very open-minded, happy atmosphere."

Jess Rice • President
wildHERness

SHOTGUN CLEANING CLASS

A brand-new event is a shotgun cleaning class at Olathe Gun Shop in Olathe, Kan. Birts coordinated the event and explained why they decided to offer it.

"A lot of people don't like cleaning their firearms, but I just happen to be the weirdo who enjoys it because it makes me familiar with the parts. Then if I have a malfunction, I can quickly figure out how to resolve it," she conveyed. "I thought it would be a good opportunity to teach the ladies how to completely disassemble their shotgun and learn how to clean and condition it. We don't want someone to do it for them; we want them to be

comfortable doing it themselves."

The staff at Olathe Gun Shop was eager to help, Birts said.

"It's a local brick-and-mortar, the guys are very knowledgeable, very friendly and helpful, non-judgmental and they just love supporting what we're doing on so many different levels," she noted.

So how did the class go? It was capped at 10, and nine women showed up. (The 10th woman is in the military and had to go on a last-minute duty call.) Did they have fun?

"I haven't had any negative feedback," Birts reported. "I had several attendees reach out to say how much they enjoyed the class. They learned how to disassemble the shotgun clear down to the trigger. We sent out a survey asking for their complete honesty. We made them aware that we can't give them what they need if they're not honest and tough, no matter how brutal they think it may be."

Responses to the survey showed the women enjoyed the instructors and learned what they were there for. They were also appreciative of the products they received.

"We had so many wonderful useful items donated," she added.

Donations were provided by Ballistol USA, Hoppe's, Dirty Duck Coffee Company, Sage & Braker Mercantile, Starbucks and Slip 2000.

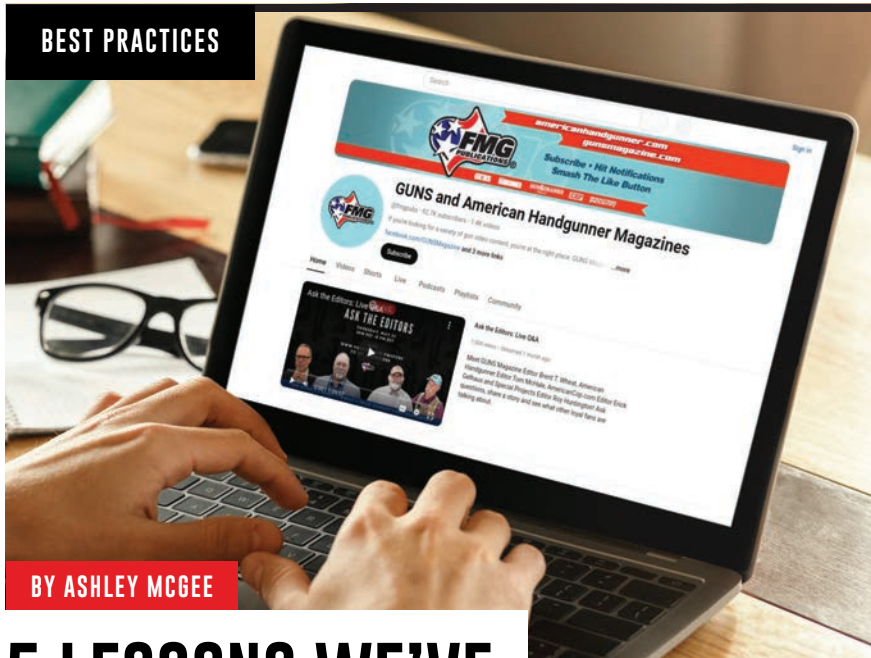
Olathe Gun Store was thrilled with the turnout and the event, too.

"They want to do more classes as well. I've never seen them so excited. They want to be so helpful," shared Birts.

The Missouri GO WYLD will be held October 11-13, 2024 at Knob Noster State Park. [SI](#)

Check out the website at wildherness.org for more information as well as the event schedule.

DO YOU HAVE THE ADVANTAGE?
shootingindustry.com/dealer-advantage



BY ASHLEY MCGEE

5 LESSONS WE'VE LEARNED ABOUT GROWING A YOUTUBE CHANNEL

Some context: In addition to contributing to *Shooting Industry*, I serve as the digital content editor for our parent company, FMG Publications. The bulk of my day-to-day includes editing online content, SEO, email marketing and social media management for our consumer publications, *GUNS Magazine* and *American Handgunner*.

Over the past two years, I've also spent significant time working to grow our YouTube channel (@fmgpubs). You likely already know — this is no easy feat for anyone in the firearms community.

Despite the guidelines stacked against us, we've managed to achieve some success, and I wanted to share some of the valuable lessons we've learned along the way.

1. PRIORITIZE VALUE OVER VOLUME

I was hired in early 2022 along with a full-time video producer. Initially, our video strategy centered on volume and consistency.

We learned fairly early on that although consistency is key, the volume of content we set out to achieve wasn't sustainable with a team of our size.

The biggest problem, however, was pumping out multiple long-form videos per week (because it was “best practice” in terms of posting frequency) meant we weren't focused on providing value to our audience.

The FMG YouTube channel started in 2007. In that time, we've published more than 1,400 videos. The majority of the most-viewed videos or those with the most engagement are the ones that teach something. Two videos in particular — “Gun Cleaning 101” from 2011 and “How To Field Strip A 1911” from 2013 — continue to generate thousands of new views (and revenue) each month.

If you don't think your company has the resources to start, much less grow, a YouTube channel, try to focus on producing content that adds value rather than worrying about the volume of content you're producing.

2. OLD IS NEW

The FMG team has produced several videos inspired by the “what's old is new” industry-wide trend we're all seeing. The resurgence of lever guns and revolvers can partially be attributed to the influx of new shooters.

Many of these entry-level shooters initially purchased value-priced handguns for the purposes of self-defense and have since realized how fun recreational and/or competitive shooting can be. The result has been a renewed interest in learning about the classics and a willingness to spend a little more money for higher quality.

All of this explains why a 53-second YouTube Short about the Henry .22 LR Garden Gun has amassed more than half a million views and resulted in 1,044 new subscribers to date. The video was posted on April 23, and views continue to grow each day. In May, it helped us achieve the milestone of 1 million views in a single month for the first time in our channel's history.

YouTube Shorts featuring limited editions of a T/C .45 ACP, vintage .38 S&W top break revolver and an original Smith & Wesson 1917 .45 ACP also rank among the most viewed on the channel.



If video is going to be part of your digital marketing plan, the single most important growth strategy is to play by the rules.

3. LONGER ISN'T ALWAYS BETTER

YouTube Shorts is now averaging over 70 billion daily views. Last fall, we experimented by adding Shorts to our content strategy. We started by posting one or two YouTube shorts a day, Monday through Friday, for a period of six weeks. The majority of the clips were taken from full-length *GUNS Magazine* Podcast episodes. The Shorts garnered approximately 90,800 views, the majority of which were not from current subscribers, and helped increase the *GUNS Magazine* Podcast playlist views by 28%.

Shorts remain an important piece of FMG's video content strategy, but instead of relying on recycled clips from full-length videos, Special Assignments Editor Roy Huntington creates original short-form content.

Each week, Roy shares a mix of classic and/or unique firearms, updates

on projects he's working on and helpful DIY tips in 60 seconds or less. He also shares quick looks at new guns, gear and accessories, often as a teaser for more in-depth reviews to follow either on the channel or in the magazines. This content mix, combined with Roy's signature style, has helped us carve a niche and stand out from the thousands of other firearms content creators on the platform.

Incorporating more short-form videos has also made it easier for our small team to consistently share video content. And although the Shorts make us literal pennies on the dollar in ad revenue compared to long-form videos, there's no denying the impact they've had on the overall growth of our channel and the increased reach to viewers who have likely never been exposed to FMG's brands before.

4. SEO ISN'T JUST FOR YOUR WEBSITE

YouTube is the world's second-largest search engine, so while search engine optimization (SEO) is normally something thought about for your website, it's also an important factor for wanting to grow a YouTube channel.

For websites, users visit for a variety of reasons, including information gathering, making purchases or seeking solutions to problems. SEO is aimed at providing relevant content to meet user needs and encourage further engagement or conversion. But for YouTube, users often visit for entertainment, tutorials, product reviews and how-to guides, so SEO efforts should be focused on matching video content to user search queries and satisfying user intent through engaging and informative videos.

YouTube's search algorithm prioritizes factors like video engagement (watch time, likes, comments), relevancy (keywords in titles, descriptions, tags) and user retention (how long viewers stay on your videos). Dig into your channel's analytics to learn more about what other channels and videos your viewers are watching and what words or phrases they're searching



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If you don't think your company has the resources to start, much less grow, a YouTube channel, try to focus on producing content that adds value rather than worrying about the volume of content you're producing.

for. Tools like Google Keyword Planner can also be helpful for conducting keyword research, especially if you have a relatively new channel or not a lot of content to help identify trends through an analytics dashboard. Focus on terms relevant to your niche, such as specific firearm models, accessories or shooting techniques. Use these keywords naturally in video titles, descriptions, tags and even in the video content itself to improve searchability.

5. PLAYING BY THE RULES MATTERS

Over the past two years, the lessons and strategies I'm sharing have, thus far, helped us grow our audience on YouTube — increasing subscribers by

55%. (Just last month, we surpassed 100,000 subscribers!) None of these strategies would work, however, if we didn't play by the rules.

Google, YouTube's parent company, continues to update its guidelines regarding firearms-related content, making it more and more restrictive and leaving those of us in the shooting industry questioning whether it's worth using the platform at all. But the reality is, there's not really a viable alternative.

YouTube has 2.49 billion monthly active users. Patreon, an alternative many 2A supporters have turned to, only has around 8 million monthly active users. Another "popular" video platform, Rumble, reported 50 million monthly active users in the first quarter of 2024, but that number was down from 67 million in the previous period. For added perspective, 50 million only equates to 2% of YouTube's monthly active users.

If video is going to be part of your digital marketing plan, which some could argue is non-negotiable in 2024, the single most important growth strategy is to play by the rules.

If you continue to violate YouTube's firearms policy, no matter how ludicrous most of its guidelines are, forget about trying to grow your channel because you'll no longer have a channel at all. **SI**

KINSEY'S

COMMITTED TO YOUR SUCCESS

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Doubling down on a commitment to better serve its brick-and-mortar retailer partners and being on the leading edge of innovation, Kinsey's Inc. recently completed a comprehensive website update. With a variety of industry-leading features — including cart logic, an enhanced search field, account management tools and more — these improvements by Kinsey's were designed with one goal in mind: to make doing business easier for you.

"We recognize, especially in the distribution space, there are tons of different options available to dealers — so the easier we can make it for them to find items, manage their account and check out will result in increased business for everyone," said Kinsey's CEO Justin Gorman.

Here are five ways Kinsey's is better serving its dealers today.

1. REFINED CHECK OUT PROCESS

With warehouses in Mount Joy, Pa., and Louisville, Ky., Kinsey's can effectively service retail customers across the U.S. As part of the website update,

the check-out process for Kinsey's customers includes cart logic. If a desired item is in stock at both warehouses, the website automatically pulls from the warehouse location closest to the customer in order to reduce transit times.

Dealers have the ability to see live inventory available at each warehouse location and can manually control which warehouse they pull from when items are available at both locations. This eases dealers' ability to make minimum freight thresholds.

"With this feature, dealers can control which warehouse they pull items from in order to minimize the overall freight costs. For dealers who do not make manual adjustments the system will automatically optimize the cart based on transit times and freight costs," Gorman noted.

Another facet of the website update includes order memo lines printing to the final invoice — allowing dealers to notate item-level information, such as designating special orders for customers.

"Often, the buyer and receiver are two different people. So, a lot of dealers are using this feature for special order receiving," explained Gorman. "Guns are often notated with customer names so the receiving department will see a certain gun is for

'John Smith' as a special order — keeping it from accidentally being placed in retail inventory."

While Gorman contends most dealers use memos for special orders, they can be used for anything.

"For instance, if a dealer bought a gun on a deal, they can mark it for 'Black Friday' or things like that at the item level. All notes print to the final invoice," he added.

2. ADVANCED SEARCH FEATURES

Kinsey's has engineered advanced dynamic faceted filters, allowing dealers to narrow search criteria by a multitude of options — including by category, brand, size, color, promotion type, material and more.

"Depending on your desired level of precision, the dynamic faceted filters can have a standard-level search — such as by category or brand — and be adjusted to very specific measures — like grain weights, color, material, etc. You can, rather quickly, go from a broad search that might return 1,000 items to narrowing it down to five results," Gorman shared.

Dealers can also easily search for weekly top sellers ("Hot Product") on the Kinsey's website and mark new and noteworthy inventory receipts.

Item tags represent another way dealers can zero in on potential purchasing options. Using the dynamic faceted filters, dealers can seek out products with consumer rebates, sale, clearance or quantity break price discounts.

"Being able to quickly go from a broad to narrow search with all kinds of tools — not only at the item level, but also at the sales and promotion level — has made our website an industry leader," Gorman said.

3. ELEVATED ORDER MANAGEMENT

As a result of the revamped dealer portal, Kinsey's dealers will have a greater handle on how to manage orders — specifically, products on back order or those placed on wish lists.

For "Wish List Items" dealers can tag individual items they want to watch and they'll get a "back in stock" email from Kinsey's when it's available to purchase.

"We do have the ability to give multiple types of back-order notifications," Gorman said.

If a dealer back orders an item, they will receive a notification based upon the inventory location and warehouse of choice. If the item is in stock at the dealer's preferred warehouse location, they'll receive a notification when it is committed on their order, and they have five days to execute the order. If the item arrives in stock at the other warehouse, dealers are notified and can easily contact Kinsey's to have the order moved and shipped from that location.

4. CUSTOMIZED ACCOUNT MANAGEMENT

Kinsey's dealers have 24-hour access to their account through the improved online dealer portal.

"Dealers can manage their account from top to bottom online," Gorman said. "They can go into their online portal and look at historical invoices and see credits — this a point of differentiation, where a lot of others allow you to pull invoices online. With ours, you can see any open credit memos and pay them online automatically. The ability to manage credit memos, along with invoices, is an advantage point."

Additional online tools available to Kinsey's customers at any time include the ability to pay via ACH, credit card and use credit memos, request credit line increases, update their FFL, manage/change bank account information and update contact information/shipping addresses. Gorman shared this added flexibility is invaluable.

"We know a lot of owner/operators may not get a lot of time during the workday to take time and go through some of the back-end stuff, so they can

"We've honed in on those three core tenants: having a solid recruitment program, a robust loyalty program and an industry-leading website."

JUSTIN GORMAN • CEO • Kinsey's Inc.

find times convenient for them to do so," he said. "We want somebody to be able to go on at midnight if they need to and access their account; they can manage their entire business with us online, if they so choose."

Gorman continued, "All of this is for the goal of enhancing account management and ease of business to fit whatever dealers' schedules may be. They have as many tools online as possible."

While the expansion of online

resources is especially important for doing business in 2024, Kinsey's recognizes not all dealers prefer it. Therefore, Kinsey's is fully committed to providing excellent phone-in customer service options to dealers.

"There are plenty of dealers who don't want to manage their business online, so we're offering both options to them," Gorman stated. "Dealers can use the tools that are best for them and we'll accommodate both options."

5. LOYALTY & RECRUITMENT

Additionally, Kinsey's has refined both its loyalty and recruitment initiatives.

"Often, promotions focus on new recruitment, but that leaves existing customers on the outside looking in. So, we've put together a program that rewards and incentivizes current customers, as well as one to entice new ones," Gorman said.


The four-tier Kinsey's Loyalty Program is based on a customer's total sales figures — the higher the total, the higher the tier. At the top, Tier 4 dealers receive exclusive benefits not available to other tiers — such as back orders allowed on guns and ammo, same-day processing for standard orders submitted before 12 p.m. Eastern, free night's stay at the Kinsey's Dealer Show and more.

"Higher-tier customers have committed significant levels of business with us, so we commit to them by giving them priority status in return," Gorman said.

As part of its refreshed recruitment drive, Kinsey's is offering new accounts premier pricing through the rest of the year, plus net 60 terms.

All of these enhancements — from the cutting-edge website to loyalty/recruitment programs — are designed to make Kinsey's a better partner for its dealers.

"We've honed in on those three core tenants: having a solid recruitment program, a robust loyalty program and an industry-leading website," Gorman said. "Between the three of these, we offer a lot of value and service that's above industry standards to our retail partners."

For more information on any of these updates or to become a Kinsey's dealer, contact the Kinsey's team at **(800) 366-4269** or visit **KinseysInc.com**. 



TOP: As part of its revamped dealer portal, Kinsey's dealers can easily find special promotions, featured products and peak weekly deals. **BOTTOM:** With warehouses in Mount Joy, Pa. (pictured) and Louisville, Ky., Kinsey's can serve retail customers across the U.S. Kinsey's dealers are able to see live inventory at each warehouse, and can manually control which warehouse they pull from when items are available at both locations.



REVENUE RELOAD

BY DOUG VANDERWOUDE —

6 CONSIDERATIONS TO EXPAND RANGE PROFITS

Having a range is no small expense. Therefore, you need to make every dollar count — especially during slower periods. Here are six thoughts for range operators to consider.

1. TARGET PRICING

The first three points start right at the check-in counter. How many profit dollars are you leaving on the table at range check-out/check-in?

Let's start with the small stuff, like

good old paper-and-ink targets. Bennett Parrett and Brent King of Gun Fun Targets, who together visit 350 ranges a year and really study the target market, recommend 12 to 16 choices of targets. To keep it fresh, they say to change out half of your target selection every six months.

When was the last time you reviewed your pricing on targets? Many ranges I visit around the country sell standard targets for \$1.99 without pushback from customers; you can offer smaller sizes for less. If you're under \$1.49, consider going up and putting some more profit dollars in your pocket. A good way to gauge if you're too high is to watch how many shooters bring in their own targets.

Another good idea is bundling targets; this moves your sales dollar amount up. After all, you pay your cashiers the same amount to ring up one target versus three, so why not offer a three-for-six pricing

◀ Selling bright, engaging and unique targets can pad the bottom line. During slower periods, every little bit helps!

option? Premade bundles are also a great way to get rid of slow-selling targets. Are all of your targets silhouettes? Do you have any balloons, barn doors or bright colors? Be sure to offer different and unique targets for the various holidays and seasons to keep it fresh.

Splatter targets, such as those from Shoot-N-C and others, give shooters instant feedback and provide a more enjoyable visit to your range. (Yes, I know the ones that stick to target backers can become stuck on the range floor; there are plenty of nonstick versions available.) My experience has been shooters using splatter targets change them more often than paper targets.

When I operated a range, we came up with a simple way to increase sales of splatter targets. We

took three targets — one with a black target area (hard-to-see the hits); a Shoot-N-C target, when hit, the area changed to neon green; and a Dirty Bird style, where the hit area changed to white — and scattered four shots into each one. We then had these framed and hung them side by side on a wall about 10 yards from the check-in counter.

When assigning shooters a lane we'd ask, "Would you like regular targets or ones you can see?" — while pointing at the framed targets. Many times they'd answer, "Wow, I can actually see the hits. I want the one in the center."

Lastly, have you tried blacklights in your range with special inked targets for a uniquely fun night? Blacklight target shoots are not just for Halloween, just like silent night shoots for suppressors aren't just for Christmastime.

2. SAFETY PRODUCTS

Ear protection, of course, is required to be worn in the range — but are you maximizing

profits in this high-margin category?

Some ranges are buying low-price models in bulk without clamshell packaging to save cost. But premium options, like electronic earmuffs, are becoming the norm. Cost has come down, and options are up.

“

IN GENERAL, RAISING YOUR RANGE PRICING INCREMENTALLY IS MUCH BETTER THAN WAITING AND HAVING TO DO ONE LARGE INCREASE.

Many manufacturers offer programs where a strong order will provide a few free or super low-cost pairs for staff or demo use by customers. Having your

students wear electronic ear protection sure makes classes run smoother out on the range.

Improvements have also been made recently in passive-type muffs. Pro Ears offers a new model with liquid cushions for ultimate comfort (wear liquid cushioned for a day and you won't go back) with 29 dB of protection for under \$17. In the past, you couldn't buy the liquid pads alone for less than \$30.

Don't forget about the lowly shooting glasses. Make sure you have room to increase the sell price of these little moneymakers. Plenty of ranges are selling these at the check-in counter for \$3.99 or more. And don't be afraid to promote these as ANSI spec glasses for other uses, like weed whacking, sawing or any activity needing safety glasses. Just like ear protection, eye protection offers many higher-end options that provide a great opportunity for upselling.

Displays are key to selling higher-end shooting glasses, especially displays at the check-in counter where shooters can try them on. Having a mirror on the display is a must. Most inexpensive glasses have clear or black frames. Your higher-end models can add some color to help justify the higher price. Are you offering glasses and ear protection for youth and others where standard-size equipment just won't fit properly? Think about the long-term effect of putting a new shooter in glasses/ear protection that doesn't fit them. Their shooting experience may go from



City Arsenal, with a 13-lane bay, recently completed some range renovations — one of which was a subtle change in the flooring (from concrete to SVT), creating a modern, welcoming environment.



Displays are key to selling higher-end safety gear — such as those from Wiley X. Having displays placed near range check-in/check-out (with a mirror) will help boost sales.

fun to downright painful. Would you want to give our sport another try if the first experience was painful?

3. SELL CUSTOMERS ON TWO SIDES

Our last look at the range counter: Make sure you leave space on the counter to for other high-margin accessories — like snap caps (with a small sign explaining why they should be incorporated into training), maglula UpLULA loaders, etc.

Take a page from other retail retailers like Ace Hardware by selling to your customers on two sides while they're in line to buy time. My local Ace Hardware has over 100 small items displayed from the time you get in line to the time you reach

the checkout counter.

Envision this illustration with me: Design your range check-in/out area in such a way that while shooters are approaching the check-in desk, they see high-margin products displayed on either side of them. Use either slatwall or grid wire shelves; trays can be attached so you're not limited to a product that hangs on a peg.

This all goes back to the point of buying eye/ear protection in bulk — just put them in bags in the tray.

4. EVALUATE PRICING (HINT: INCREMENTAL HIKES WORK)

Have you analyzed your range pricing lately? For years, I would see \$20 per hour or per visit as the norm. Now I am finally

seeing more and more ranges living in the \$25 to \$30 area. Think about how much “Bidenflation” has increased your costs; payroll has certainly gone up, as well as products you use every day like D-Lead soap, HEPA filters, etc. To keep your range in top shape, you need to recoup some of those increases for your business or you won't stay in business.



ARE YOU OFFERING GLASSES AND EAR PROTECTION FOR YOUTH AND OTHERS WHERE STANDARD-SIZE EQUIPMENT JUST WON'T FIT PROPERLY?

With everything going up in price these days, customers are almost expecting it. In general, raising your range pricing incrementally is much better than waiting and having to do one large increase.

Captain Phil Diaz, owner of Warrior Gun Range in Doral, Fla., wanted to do more range

upgrades (he already had Carey's Small Arms Ventilation replace his old air system). To pay for them, he raised his range pricing from \$15 to \$18. His goal is to get to \$20 — the extra money is going into the range-upgrade fund. Diaz reports little to no complaints from shooters and the fund is growing nicely.

As you raise prices for walk-in traffic, don't forget to look over your membership pricing. Evaluate how the new range pricing looks against membership pricing.

Now would be a great time to highlight the savings of becoming a member against your new higher walk-in pricing. If you're raising the membership rate to coincide with higher walk-in pricing, give your shooters another chance to join before new pricing kicks in — this can be a great way to add members and dollars in this slow part of the year.

5. RANGE UPGRADES: WORTH IT?

Is it time or well past time to bite the bullet and do a full-blown range upgrade? Bill Robinson, owner of City Arsenal in Greenville, S.C., made this decision and work was completed on his 13-lane range in May.

Robinson removed older-style dividers/benches and replaced them with new models complete with a wood-looking base and motorized adjustable-height benches. Shooters love the motorized

adjustable-height benches, where a push of a button brings the bench to the perfect height for each and every shooter. He also went from toggle-switch retrievers hanging on cables to new electronic models on a rail.

“ WOULD YOU WANT TO GIVE OUR SPORT ANOTHER TRY IF THE FIRST EXPERIENCE WAS PAINFUL?”

Another upgrade at City Arsenal was covering the old concrete floor with commercial-grade solid vinyl tile (SVT) flooring. The beauty of the wood look vs. concrete is stunning. Since it only comprised the area from the firing line to the wall behind the shooter (about 12' or so), the cost was not significant.

If your goal is attracting new shooters, this type of flooring really softens the look. Check out Robinson's finished product to see how well it all came together. He reports City Arsenal's membership sales per month have more than doubled with the upgrades.

6. THE LAST THING CUSTOMERS SHOULD HEAR

A closing thought: Is your staff happy and cheerful checking out range customers or do you have a Debbie Downer telling them how bad their life is? The last thing your customers should hear as they leave your range is a hearty *Thank You!*

As the great coach Lou Holtz said, "Don't tell your problems to people: 80% percent don't care; and the other 20% are glad you have them." **SI**

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BY TIM BARKER

IF YOU HOST IT, THEY WILL COME

Can Range Competitions Be Your “Field Of Dreams” Moment?

Unfortunately, running a gun store isn't the same as building a baseball park in the middle of an Iowa cornfield. Unlike in the 1989 classic movie “Field of Dreams,” there is no guarantee “If you build it, they will come.”

Instead, you're constantly searching for new ways to lure customers through the front door. You do it with competitive pricing, a welcoming atmosphere, clever marketing, knowledgeable salespeople and a unique inventory.

But maybe there's more to consider about this “Field of Dreams” idea — at least for any store with a range. Instead of solely using it for hourly lane rentals, give your customers something to do by offering competitions and

leagues, including bowling pin matches and practical shooting sports.

BUILDING COMMUNITY

To be clear, it's unlikely these events will be big moneymakers. But they can help transform your gun store into a gathering place for shooters — boosting your brand while giving customers something exciting to be a part of, contends Jessica Ulrich, co-owner of Marksman Indoor Range in Waterloo, Neb.

She has watched this dynamic play out at her own range, particularly with female shooters after Marksman started offering events and leagues tailored to women.

“These gals didn't know one another and now we have this community of about 60 women,” Ulrich explained. “They all know each other by name. They meet for dinner and go hang out after the events.”

While building a shooting community, you'll also become a more involved member of your local community.

At Alabama Firearms Academy in Boaz, Ala., Co-Owner Jared Meeks sees matches and shooting events as an important element of the store's presence in town.

“We're trying to build a family-oriented environment,” Meeks stated. “We're trying

to show that we're more than just a shooting range. We do a lot of corporate events, retirement parties and graduations."

Depending on where your range is located, shooting competitions like USPSA and IDPA may also offer customers something they can't experience anywhere else, according to Joey Mizufuka, sales manager and instructor for Centennial Gun Club in Centennial, Colo.

"There's no other venue I'm aware of in Colorado that allows you to practice running, gunning and shooting from different positions," Mizufuka said. "From my indoor-club perspective, people get kind of bored standing static in the lane."

WHAT COMPETITIONS OFFER

For many shooters, competitions add an element they simply can't get with a lane rental at most ranges — which often restrict drawing from the holster and fast shooting. Throw in shot timers, scoring and competing against friends and you have a recipe for fun.

"It's one thing to come in and shoot a paper target, but it's completely different to add competition into it," Ulrich said. "It brings back the



Centennial Gun Club uses shooting competitions to give guests bored with static shooting the unique opportunity to "run and gun."

excitement, which in turn gets them coming back to shoot the paper targets."

Marksman offers an array of competitions, including a sanctioned IDPA match and a bowling pin match. They also do six-week bull's-eye leagues, including one during the day.

"We just started doing it this year to cater to people who work nights or are retired. We found a lot of success in it," she said.



It's one thing to come in and shoot a paper target. But it's completely different to add competition into it. It brings back the excitement, which in turn gets them coming back to shoot the paper targets."

Jessica Ulrich • Co-Owner
Marksman Indoor Range • Waterloo, Neb.

Alabama Firearms offers .22-caliber bowling pin matches and a regular USPSA match on Monday nights. With an eye toward developing future shooters, they recently started gel-blaster parties in the range's shoot house. The events are for kids aged 8 to 16.

"I think it's important for the people who own ranges to try to get the community involved," Meeks suggested. "We need to keep the

shooting sports alive because I feel like it's not something people are teaching their kids anymore."

DON'T EXPECT TO GET RICH, BUT ...

If you are looking for an immediate boost to the bottom line, these competitions are unlikely to be the answer. Instead, it's the sort of thing you do with the future in mind.

Colorado's Centennial Gun Club offers several competitions, including USPSA, bowling pin and a .22 rimfire steel challenge match.

"I can tell you it's not a moneymaker by any means, but it's something we've always offered and it's popular," Mizufuka said. "And you do get a lot of foot traffic."

This leads to some add-on sales, particularly ammunition. Centennial also sees additional sales of .22 handguns and rifles for competitors involved in rimfire matches. More challenging are the USPSA competitors who often shop online for guns purpose-built the game.

The store still carries some popular competition guns, including the CZ Shadow II, but has pulled back from the top end of the market.

"We don't stock the high-end competition guns; it's not our market or demographic," Mizufuka explained.

In Nebraska, Ulrich says her matches and leagues generate modest revenue. There are extra sales in the form of ammunition and magazines. And they can sometimes capitalize on the way many competitors are constantly on the lookout for their next gun — particularly those that fit rimfire competitions (Volquartsen is a popular manufacturer).

The games are also effective at funneling more business back into the range.

"The events make a little, but where we're really making money is the people coming back to practice," Ulrich said. "Three or four days a week, we're seeing these league members in here honing their skills."

KEYS TO SUCCESS

When thinking about hosting a match, we can refer once again to that famous line from "Field of Dreams." Except that simply building a match



With its gel-blaster parties, Alabama Firearms Academy is effectively welcoming and developing the next generation of sportsmen and women.

offers no guarantees customers will show up, at least not in the numbers needed to make your efforts worthwhile. A lot of work goes into making these events successful.

For Ulrich, it's about meeting the needs of both the novice and the expert, while making everyone feel comfortable. It's particularly challenging for inexperienced shooters.

"The hardest part for them is walking in the door that first time for an event," Ulrich said. "If we can make them feel welcomed, appreciated and excited about doing it, then we know they'll be back."

There are many ways to accomplish this.

Start with a new-shooter meeting to make sure everyone understands the basic rules. You also need patient range officers who can communicate with novices in a way that won't make them feel ridiculed.

"When we're running events, we make sure the newer shooters aren't up first," she noted.

She also suggests learning everything possible about competitions before hosting any at your store — even if there's a plan to invent something new for your customers. This can help you understand the importance of using range commands common to most competitions.

To avoid confusion, competitors at your events

should be hearing the same commands they do everywhere else.

But you shouldn't stop at simply watching competitions at other ranges. Get in on the action yourself, Ulrich advises.

“**It's more about generating traffic and keeping your current customers, members or clients happy to have somewhere to shoot.**”

Joey Mizufuka
Sales Manager & Instructor
Centennial Gun Club
Centennial, Colo.

"You learn so much about being a host by being a participant," she said. "You'll find yourself saying: 'I wish they would have done this, or I wish they would have done that.'"

Alabama's Meeks believes it's important matches foster a sense of community.

"You want an environment where people pitch in to help and where

the best shooters join in the action. You can also broaden the appeal by making it a family-oriented thing, with things like bad language discouraged," he said.

And don't be afraid to experiment.

"Do a trial. If it doesn't work, try something else," Meeks added.

Also, keep in mind that whoever you pick for match director will set the tone, suggests Mizufuka, in Colorado.

"You have to interact with people. That's a big part of it," he said. "Especially with newer shooters, you want to make sure they're comfortable."

Another important consideration is the volunteers who will help you set up and tear down stages. They may even help design stages or work as range officers during matches. Cultivating a solid crew of volunteers who are willing to sacrifice their own time can go a long way toward creating successful matches.

"That's what will make or break you," contends Mizufuka, who serves as the USPSA match director at his range. "I couldn't do everything on my own, so without my volunteers, this wouldn't be successful at all."

Keep in mind you shouldn't be measuring the success of the events by your evening's cash register receipts.

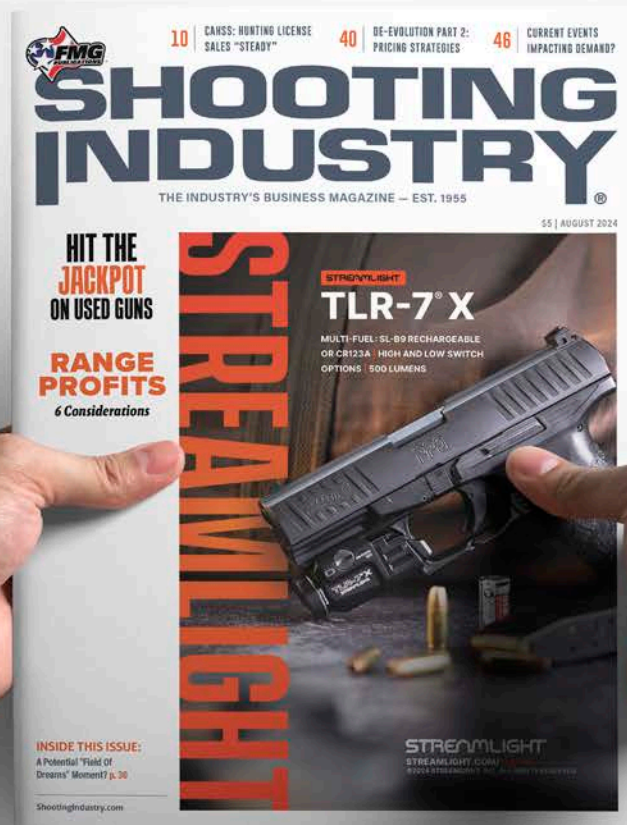
"It's more about generating traffic and keeping your current customers, members or clients happy to have somewhere to shoot," he concluded. **SI**



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BY CAROLEE ANITA BOYLES

LIGHTING THE WAY

Flashlight Sales For All

Everyone needs a flashlight. Year in and year out, lights are certain sellers for every customer at some point.

Whether it's a hunter who intends to follow a path to a deer stand, a peace officer who needs a weapon-mounted light or even a youngster who wants to check for monsters under the bed, they're going to want a flashlight sooner or later.

Yes, today's smartphones have built-in lights. But the tiny lights on phones — though they are bright — can't replace the brilliance of a modern handheld LED light.

TRIED-AND-TRUE OFFERINGS

Gabe Mathis is the manager at Adel Outfitters in Adel, Ga. Even though many customers are going to weapon-mounted lights, Mathis says most of them still are purchasing handheld lights as well.

"A lot of them just want a handheld light to put in their truck or leave in the house," he noted.

Gender differences between what customers purchase are slight, but Mathis has observed a bit of preference in women for weapon-mounted lights.

"I think most women feel if they're going out at night, it just makes them more

comfortable," he said. "I think they like to have it as an option."

One trend not prevalent in Adel, according to Mathis, is lights that change to red or green with the push of a button.

"My customers are staying with white lights," he contended. "I think it's what most people are used to, and they're not really interested in other colors unless it's a blood-tracking light for deer."

“The lion's share of what we sell is rechargeable flashlights.”

Ben O'Neill • Manager
Connecticut Police Supply

Most of Mathis' customers are purchasing rechargeable lights.

"Streamlight and SureFire both came out with rechargeable USB models," he said. "A lot of people are keeping those in their trucks or beside their beds."

Light/laser combinations for weapon-mounted lights are popular, Mathis said. The customers who are purchasing those are putting them on sub-compacts such as the GLOCK 43X.

“They’re not using them so much on full-sized guns,” he noted. “They’re using white lights on full-size guns and laser/light combos on the sub-compacts.”

“GUN CULTURE” TRENDS

At Guns-N-Gear Sports in Idaho Falls, Idaho, Manager Chris Hocking said the mix of lights sold in the store is about half handheld and half weapon mounted.

“People like weapon-mounted lights, but they also want lights they can carry around and use for other things,” he reasoned. “We sell a wide variety of both. The most popular brand we sell is Streamlight. The most popular weapon-mounted lights are the TLR-7 and the TLR-1. Most customers are using those in home-defense scenarios.”

Most of the lights he sells in both categories are white lights, Hocking noted. His customers haven’t shown much interest in multi-colored lights.

Even with the big trend toward rechargeable lights, Hocking said it’s not something his customers have flocked to.

“We do sell some of the rechargeable ones,” he shared, “both the ones that plug into the wall and the ones with rechargeable batteries. But we still are predominantly selling ones with replaceable batteries.”

When it comes to lights that switch from mode to mode, such as floodlight to spotlight, Hocking’s customers do purchase some handheld ones.

“For the weapon-mounted kind, most of the ones we sell now are dual-capable, so it’s up to the customer as to how they want to use them,” he remarked.

He doesn’t see much demand for hybrid units that combine regular lights with lasers or UV lights.

“Here, we’re pretty much a gun culture,” Hocking said. “Most people here learned to shoot as they grew up, and they learned to shoot without using lasers. So, they don’t use them.”

GUIDING CUSTOMER QUERIES

At Bristlecone Shooting, Training & Retail Center in Lakewood, Colo., Co-Owner Jacquelyn Clark asks customers a series of questions before she suggests a particular light to them.

“We ask them what they want to do and what their end game is, just like we do for anything else in the store,” she said. “Right now, we’re selling more weapon-mounted lights than handheld.”

This is true of both male and female customers, she added.

Most Bristlecone customers are staying with white lights rather than multicolored ones. One exception to this is a subset of customers who consistently ask for red and green lights.

“People like weapon-mounted lights, but they also want lights they can carry around and use for other things. We sell a wide variety of both.”

Chris Hocking • Manager
Guns-N-Gear Sports

“Most of the requests for multi-colored lights come from law enforcement,” she said.

Although customers are purchasing both rechargeable lights and those that take replaceable batteries, sales of the two subcategories tend to be pretty comparable.

“One thing my buyer has told me is he thinks technology needs to improve on the rechargeable ones,” Clark shared. “And the majority of lights we carry are focus-beam lights, not spot or strobe lights. That seems to be what people want. We don’t get a lot of requests for strobe or spotlights.”

The store only gets a request for a hybrid light with UV or a laser once in a while.

L.E. LIGHTING NEEDS

At Connecticut Police Supply in Newington, Conn., trends are a little different from those elsewhere because their customer base is almost entirely law enforcement officers.

“Our customers are buying about 50/50 handheld lights and weapon-mounted lights,” noted Manager Ben O’Neill. “They’re mostly buying Streamlight. SureFire is second place, but it’s pretty far down.”

When it comes to weapon-mounted lights, officers are buying them mostly for their duty weapons.

“But they buy a few of them for their personal weapons as well,” he added.

Officers heavily favor white lights over green or red ones.

“99% of what customers buy are white lights,” O’Neill confirmed. “Once in a while, someone wants something that has red.”

Sales are weighted heavily toward rechargeable lights.

“The lion’s share of what we sell is rechargeable flashlights,” he shared. “We don’t have a lot of interest in lights that are adjustable from floodlight to spotlight. The transition from one to another is cumbersome in its functionality. These lights don’t fit well with a duty pouch or on a belt.”

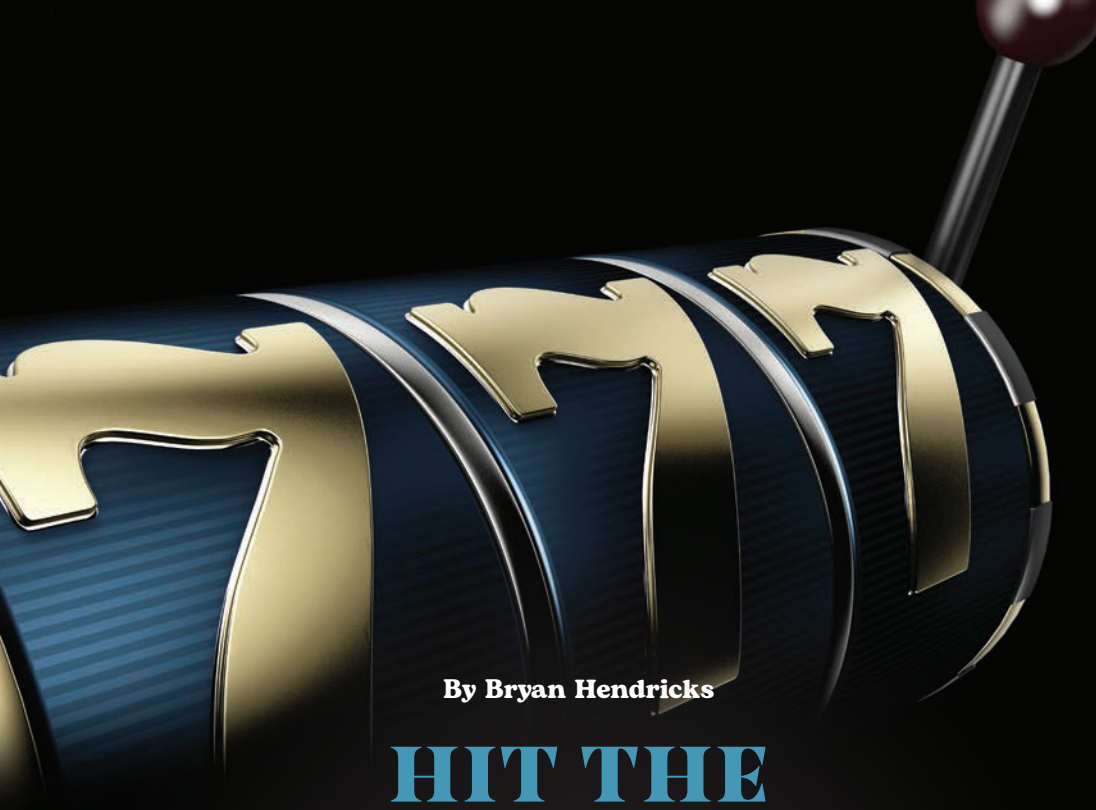
One trend of interest to a subset of O’Neill’s customers is hybrid lights, specifically those with UV capability.

“There are a few handheld lights that have UV as well as LED,” he said. “Most people don’t care about it. The customers I see who do care are bouncers; they use them for checking IDs at bars.”

O’Neill doesn’t expect any interest in some of the emerging technologies in lights.

“I don’t see solar-powered lights as being of any use to law enforcement,” he said. “USB is the biggest trend in recharging now; there are USBs everywhere, including in a lot of new vehicles. Or you can get a small converter.”

The technology of lights continues to develop. Solar-powered and smart lights are on the horizon, and who knows what trends will follow. This is an emerging category the savvy retailer should spotlight in the future. **SI**



By Bryan Hendricks

HIT THE JACKPOT ON USED FIREARMS

Collectors and hunters prowling for used, premium-brand firearms represent an interesting opportunity for retailers to diversify their clientele.

John Barsness, a writer for many consumer firearms publications, posts often on social media about classic rifles he obtains from gun shops in his home region of Montana. Barsness has a substantial following. There's no telling how much business his posts have directed to those outlets.

While modern sporting rifles and tactical-style

handguns are driving the contemporary firearms market, a vast clientele has an insatiable appetite for high-quality used firearms. Buyers might be older hunters who prefer wood stocks and traditional styling. Some who fondly remember a dad's or uncle's Browning Auto-5 or Winchester 101 buy them for nostalgia. Others buy them for investments. All are willing to pay righteous money for guns they are itching to own.

THEY DON'T MAKE THEM LIKE THEY USED TO ...

Dana Schoppe, assistant manager at Daryl's Gun Shop in State Center, Iowa, has a soft

spot for classic firearms, especially Winchester Model 12 shotguns. She loves beautiful wood stocks and deep lustrous bluing, and she empathizes with buyers who value the same qualities. It is why local collectors and hunters come to Daryl's Gun Shop when they are searching for high-quality classics.

"I like the older stuff," Schoppe said. "If it's got a wood stock and a pretty finish, it's got more personality than a lot of the newer stuff. I'm not a fan of the plastic guns. Winchester, Colt, Marlin, Browning — those are my favorites. I am partial to those."

A used gun will sell eventually, Schoppe said, but some sell quicker than others.

"Remingtons and Mossbergs are easy sellers," Schoppe confirmed. "Old military rifles are in demand. M1A1s and Mosin-Nagants are generally sought after by all age groups."

"Somebody can buy an old hunting shotgun or rifle and be treated with respect and appreciation. Those customers will also buy ammo, cleaning supplies, optics and accessories."

James LaVergne, Manager
Ozark Sportsman

Pedestrian, "everyman" types of guns also sell quickly, Schoppe added, like single-shot, break-action rifles and shotguns made by Iver Johnson and New England Firearms. Many retailers shy away from guns like these that might only net a \$20 return, but Schoppe said she sells them as fast as she gets them.

"This is a farming community, and those are truck guns for a lot of people," she explained.

“An old-style single-shot .22 in the Midwest: those are hot commodities because people want them in their vehicle or behind the door of their farmhouse. They’re cheap, and people like to shoot them.”

The AR-15 is always in season, Schoppe confirmed, but they sell especially well in election years.

“If it is a cheaper-style AR, as long as it functions, it sells,” Schoppe stated. “ARs in bigger calibers, like .350 Legend and .450 Bushmaster, sell, but not as frequently.”

Colt’s “Snake” series revolvers — Python, Anaconda, Boa, Diamondback, Cobra, King Cobra and Viper — are for a more affluent clientele, but they seldom stay long on the shelf.

“Another one that’s crazy on pricing is the Remington Nylon 66,” Schoppe volunteered. “It’s a cheap gun, but it functions. They are highly sought after, especially the ones with green stocks.”

“Elite shotguns, like Perazzi, are hard to sell,” Schoppe noted. “It’s a one-

of-a-kind gun for a one-of-a-kind buyer.”

“I’d like to know what the infatuation is with the GLOCK,” Schoppe added. “Everybody calls for them. Trying to figure out GLOCK’s model system is atrocious. I finally figured out their generations, but they screwed it up with Gen5, and then they went back to Gen1.”

PRICING USED GUNS

Schoppe said Daryl’s Gun Shop doesn’t hunt for used guns to sell. Because of its reputation since 1967, it doesn’t have to. The guns come to Daryl’s.

“Some are estates where a spouse wants to get rid of items and there are no kids to pass them on to,” Schoppe reasoned. “Just recently, a guy brought in a couple of pistols. One looked like a Luger. It’s called (Davis Warner) ‘Infallible.’ It was built in 1915. I’d never seen one before, and I thought it was kind of cool. The other one was a revolver made by Marlin. I did not know that Marlin made revolvers, so I thought it was interesting.

It was a Triple X Standard in .30 rimfire.”

Because the used market fluctuates, Schoppe says she watches a couple of sources to keep abreast of current values and pricing.

“Blue Book is a good reference point, of course, but I also go to True Gun Value (truegunvalue.com),” she shared. “At the bottom of their website they tell me guns that have been sold, what they sold for, how long ago and location. It gets me in the ballpark.”

Naturally, there’s always a used gun that wears out its welcome on the shelf. Again, Schoppe said, it will sell eventually.

While modern sporting rifles and tactical-style handguns are driving the contemporary firearms market, a vast clientele has an insatiable appetite for high-quality used firearms.

“I don’t have a timeline,” she elaborated. “I revisit the prices about every eight months. Do I have it priced too high? If somebody is hemming and hawing over the price, I might throw in a box of ammo or a gun sleeve to

sweeten the deal. If they feel like they’re getting a steal, they’ll be happier to buy it.”

QUALITY SERVICE FOR NICHE CLIENTELE

Ozark Sportsman in Springdale, Ark., is another small outlet with a loyal clientele of avid hunters, and hunters. James LaVergne, manager of Ozark Sportsman, said a steady stream of buyers is always in the market for a “new” used rifle or shotgun.

“We’re a big hunting community here. Hunting rifles do really well,” he said.

Northwest Arkansas, headquarters for Walmart, Tyson and several large transportation companies, is an extremely affluent area. It creates an interesting dynamic for obtaining and selling used guns.

“I don’t go out looking for them,” LaVergne said. “There’s a good amount of money in our area here. Estate sales or anything advertised like that, people show up and bid on them through the roof.”

On the other hand, those same people look to Ozark Sportsman for used classic items that bypass auction channels.

“We have a local guy who is a collector. I’ll bet you we see \$100,000 to \$500,000 in Colt single-actions come through here for just that one guy,” LaVergne said. “If Hickok45 does a video about something, it’s a popular deal that generates interest. And there’s always a lot of interest in old Browning Hi-Powers,



Used revolvers, especially Colt’s “Snake” guns, command premium prices in any market. The cost of obtaining these pieces can be very high, but they sell.



Top: Jacob Tipton, an employee at Don's Weaponry in North Little Rock, Ark., shows a used Remington Versa Max to a customer who is shopping for a waterfowl gun. **Bottom:** Vintage rifles, such as a Grade 2 Browning BAR, are always in high demand among collectors and hunters who have an eye toward nostalgia. Collectors also prowl gun stores looking for unusual trade-ins, such as popular rifles in uncommon chamberings.

old Colt Snake guns, old Colt 1911s. You do well with them as long as you can grade them accurately. If it's something we know will turn around, we will do a trade. We don't buy anything outright."

Ultimately, LaVergne

contends selling used guns is a way to provide a quality service to a niche clientele.

"Somebody can buy an old hunting shotgun or rifle and be treated with respect and appreciation," he shared. "Those

customers will also buy ammo, cleaning supplies, optics and accessories.

"It's a great way to make some extra money, but you don't try to make a crazy amount of money on anything," he continued. "You can turn

a little bit of profit. You're not hurting people, and you're not giving them the pawn shop treatment."

LEVER GUNS: ON THE UPSWING

The pace of sales for used guns is seasonal, said Mike Rickert, owner of Hammer Down Firearms in Wheat Ridge, Colo.

"This time of year (early summer), we're sitting on a lot of inventory," he said. "Between Christmas and tax return time, gun sales are pretty slow."

"Lever guns have gone through the roof — any Marlin 336 or Winchester 94. We used to get \$400 for nice ones a few years ago. Now we're getting \$750 to \$1,000 for the same gun. It's been like that for a couple of years."

**Mike Rickert, Owner
Hammer Down Firearms**

To illustrate this point, Rickert said on June 4, at the time of this interview, only one person in all Colorado was waiting on a

background check.

As with elsewhere, certain classes of used items are universally in demand.

"People shopping here are mostly looking for handguns," he noted. "Our demographic in this area of Denver's western suburbs is mostly low-to-middle income. The things that sell best are things you would expect, any Colts, whether it be single-action, 1911 and the traditional Snake guns. Not so much Colt ARs, though. Any of those guns at the right price, people will certainly grab them if the price is right."

"If it's got a wood stock and a pretty finish, it's got more personality than a lot of the newer stuff."

Dana Schoppe,
Assistant Manager
Daryl's Gun Shop

There's also high demand for used, inexpensive, striker-fired semiautomatics, Rickert said, but one of the hottest segments of the used market is lever-action rifles.

"Lever guns have gone through the roof — any Marlin 336 or Winchester 94," he explained. "We used to get \$400 for nice ones a few years ago. Now we're getting \$750 to \$1,000 for the same gun. It's been like that for a couple of years."

Rickert admits he has to resist the temptation to bring in guns he likes, but have limited appeal.

"There are a lot of guns I would love to have, but I know it would take forever to sell them," he said. "Daniel Defense is one. It will sell eventually, but it will take up space on the shelf for a long time."

Dana Schoppe has found the same to be true, but with this caveat: If a cool, old gun hangs around for too long, there's a good chance it will ultimately wind up in her personal collection. Gun dealers love guns, and they appreciate high-quality classics as much as anybody. **S1**

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BY HANK YACEK

DE-EVOLUTION

In The Market: Part 2



RETAILER PRICING STRATEGIES LEAD TO UNDOING

Ladies and gentlemen, lend me your ears! In last month's issue ("Are We In A De-Evolution?"), we waxed eloquently about the troubles manufacturers cause to retailers with their general business practices and — more specifically — how they position and price products for the entire retail ecosystem. As the saying goes, though, there are always two sides to every coin. So, retailers, it's your turn to have the spotlight cast upon you.

BALANCE BETWEEN PRICE & VOLUME

Being a former shop owner, I fundamentally understand the challenges of creating a balance between price point vs. sales volume. Price your product too low and even if you sell 1,000 units, you still may not post healthy profits. On the flip side, price your products too high (to

create a larger margin) and you end up selling so few you still don't create enough profits to pay your business expenses. It takes an ever-present eye on the horizon to find out just where that sweet spot is to produce optimized profitability.

The problem: we often get caught up in focusing on the wrong facet of our business. As mentioned in part one of this article, the firearm industry is currently in a state of pre-COVID price structure while trying to manage a post-COVID expense burden.

Based on the examination of dozens of businesses since the start of 2024, there is a massive incompatibility here, and a "race to the bottom" pricing strategy will only harm a business more than it can help. So yes, manufacturer Minimum Advertised Pricing (MAP) is, by and large, often the "Market Price" of goods we sell within our industry. It, unfortunately, is set by the manufacturers, not the retailers. However, pricing products at MAP is a choice — not an obligation.

Let's look at this from a different perspective.

In your community, I would wager you could canvass a dozen or so restaurants and find the range of prices for a simple cheeseburger. In my marketplace, the range is from \$6.69 to \$22 for a simple, no-frills quarter-pound cheeseburger. Sure, there might be subtle differences in sauce, bun and toppings, but at the end of the day each facility justifies its price not based on what is being served — but where and, more importantly, how it is being served.

Each restaurant has a very different operational expense, which is how their pricing is determined. A fancy sit-down restaurant could never post profits at fast-food pricing, nor could a fast-food establishment sell enough burgers if they priced them at \$22. The pricing of products is a consequence of operational expense and every facility should fundamentally know what that is, how it impacts the profits they need to generate and by extension, dictate their pricing strategy.

THE PRODUCT BUNDLES CONSEQUENCE

Speaking of pricing strategy, I was able to bear witness — all too often — during my time in the distribution channel of this industry of how many (if not most) retailers manage their shelf pricing based on their cost of goods and not on their operational expenses.

During that time, the distributor I worked for fought tooth and nail, on behalf of the retailers, to try and get the manufacturers to liberate some extra margin potential from their pockets into the retailer's. This, for those of you around long enough, was the dawn of the "Buy X get one free" product bundles. Often it was "Buy 9 get 1 free" or "Buy 6 get 1 free" or something similar.

Let's take a closer look at the "Buy 9 get 1 free" example.

The manufacturer offers this opportunity to engage with retailers. A nine-for-one promotion essentially gives the retailer the opportunity to — if they hold their normal shelf price — gain an extra 8% margin (if the original asking price was set at 20% margin). This is *huge* and can turn the tide of a product being a loss leader (a product, at its asking price, produces no profits) into something that creates profitability.

In execution though, history bears

out a very different story. In watching market data — specifically selling prices, nearly to the day — when these manufacturers shipped the "free goods bundle" to retailers, the market asking price for those products dropped by, you guessed it, 8%!



RETAILERS WERE HAPPIER HANDING THAT EXTRA PROFIT POTENTIAL TO THE CONSUMER BASED ON THE MISGUIDED IDEAL 'LOWEST PRICE IS BEST.'



What this means is retailers were "dollar cost averaging" the goods they received, slapping on their normal margin and tossing them out on the shelves, proudful they now had a price better than the shop across town.

Unfortunately, the reality is the real winners were the manufacturer (as they sold more product), the distributor (for the same reason) and the consumer because they were able to purchase at a lower price. But the retailer actually made *less* money.

Yes, that's right, less money. Let's do the math ...

Replacement unit cost: \$500

Normal margin: 20%

Retail shelf price: \$625

Profit per unit: \$125

Buy 9 Get 1 Free Bundle.

Dollar Cost Average unit cost: \$450

Normal margin: 20%

Retail shelf price: \$562.50

Profit per unit: \$112.50

Buy 9 Get 1 Free Bundle while holding price.

Dollar Cost Average unit cost: \$450

New margin: 28%

Retail shelf price: \$625

Profit per unit: \$174

When you run the numbers, it only takes the sale of six or seven units, if you hold shelf price, to equate to the profits generated by all 10 units if you drop your shelf price to maintain the 20% margin profile. After you sell the seventh unit (if you hold your regular price), those three extra units will produce an extra \$609 in profit. This is over 50% more profits!

The problem: Most retailers don't do this. Time and time again when we examine where market price shifts right after these programs ship clearly indicates retailers were happier handing that extra profit potential to the consumer based on the misguided ideal "lowest price is best."

It's no wonder manufacturers don't hand away this extra profitability often. I've heard said more than once behind boardroom doors "If the retailers are just going to hand those extra profits to the consumers, we may as well keep it for ourselves!" And, the manufacturers aren't wrong in this sentiment.

CHANGE OF FOCUS NEEDED

This is just one example of many highlighting how retailers focus more on market price instead of operational efficiency, fundamentally understanding their operational expenses and using this knowledge to set their pricing strategy.

The real way to fix all this mess, specified in both articles of this series, is to start with retailers truly understanding the margins and profits they need to generate to be a strong, healthy and viable network. Then, they need to clearly communicate this up through the ranks until this knowledge is known, at its core, through every facet of this industry. This way we can all create an ecosystem where retailers aren't being an exploited workforce.

In addition, the manufacturers need to be willing to listen and understand the operational retail expenses of a post-COVID world and see where solutions might exist.

If we can do this — sooner than later — we'll shed a century-old mindset and *evolve* into a far healthier industry. It's within reach — and it starts today! **SI**

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By Jenna Buckley



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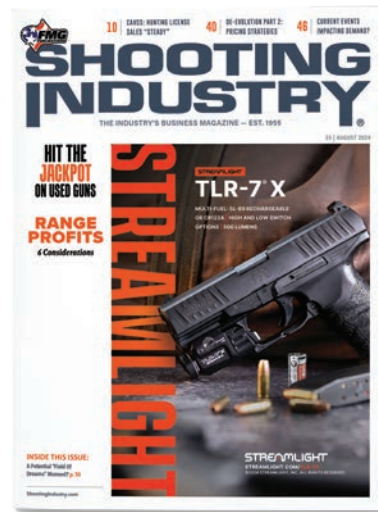
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(800) 523-7488
streamlight.com



The **PROTAC 2AA-X USB** from Streamlight is a rechargeable version of its popular ProTac 2AA flashlight and features multi-fuel capability with USB or disposable battery options, while delivering 550 lumens. The push-button tail switch permits one-handed operation of the light's momentary, variable intensity or strobe modes. Its TEN-TAP programmable switch allows for user selection of one of three different programs: high/strobe/low (factory default), high only or low/high. It weighs 3.5 oz. and is 6" long. Available in black or Coyote, the ProTac 2AA-X USB ships with a holster, rechargeable lithium polymer battery pack and a USB-C charge cord.



ZEROTECH

(615) 674-4755
zerotechoptics.com

The **TRACE ADVANCED 5-30X56MM** rifle scope from ZeroTech comes in two variants: the Trace Advanced 5-30X56mm RMG 2 illuminated and the Trace Advanced 5-30X56mm TREMOR3 illuminated. The rifle scope features a 34mm one-piece main tube, locking diopter, dual throw-lever positions, push-button digital illumination and Tenebraex Tactical Tough Flip Up Covers. ZeroTech partnered with HORUS Vision to offer the field-proven TREMOR3 reticle, as well as its illuminated RMG 2 reticle. The innovative hidden-thread capped windage turret and oversized elevation and parallax turret system provide the ultimate combination of speed and precision.

different outcome from the attempted assassination, you would see a run on guns that would have eclipsed the buying frenzy that followed the Sandy Hook tragedy.”

POLITICAL THREATS LOOMING

Jeremy Ball, president and owner of Sharp Shooting Indoor Range & Gun Shop in Spokane, Wash., predicts this attack will open the door for further calls to restrict gun ownership.

“I’m 40 years old, and this is the first time a president has ever been injured from an assassination attempt in my lifetime,” he said. “The public will likely react with firearms purchases since it didn’t take the disarmament industrial complex more than a few minutes to call for banning firearms.”

He continued, “For better or worse, this industry will be impacted, and I believe it won’t take long before we see courts cite this attempt in justification for upholding so-called assault weapons bans and other restrictions on Americans. We will lose freedoms because of one person’s actions, which is detrimental to this industry and country.”

(Ball has since been proved right, as the anti-gun movement was quick to demonize firearms ownership — and ARs with collapsible stocks, in particular — in the days following the attempted assassination.)

Alex Hague, co-owner of Vandalia Range and Armory, with locations in Vandalia, Ohio, and New Castle, Ind., stated the attempted assassination served as a wake-up call to defense-focused customers.

“[The assassination attempt] is unfortunate and disturbing, however, it’s also a reminder of how important it is to have the ability to protect yourself and your family,” he said.

MAKING SENSE OF THE MARKET

Although it seems the events of July 13 have not played a significant role in demand, there is growing concern from dealers that sales are not where they once were during

previous election cycles.

“Consumers are fighting an uphill battle against inflation, lack of confidence in the market and smaller tax returns, so it’s probably safe to say that if the attempted assassination will bump up sales a little bit, it won’t help quite as much as it would have four months ago,” Barrett said.

“This past weekend certainly points to the craziness of our world these days. What this does for our market seems like it’s anyone’s guess right now,” Clark concluded.



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Kyle Barrett • Owner

*America Fidelis Guns & Ammo • Buckeye, Ariz.
Rim Country Guns • Payson, Ariz.*

PRESIDENTIAL ELECTION: WHAT TO EXPECT?

As of this writing, July 24, the 2024 Presidential Election will pit former President Donald Trump against Vice President Kamala Harris. A Trump-Harris matchup brings a clash of ideologies — and firearms ownership rights would look quite different under a Harris administration, as she has been an ardent gun prohibitionist throughout her political career.

The Citizens Committee for the Right to Keep and Bear Arms (CCRKBA) released a statement July 24, warning of Harris’ more radical

view of firearms ownership.

“We know Kamala Harris, like her boss and her Capitol Hill allies, is an anti-gun-rights extremist whose ultimate goal is to reduce the fundamental right protected by the Second Amendment to nothing more than a government-regulated privilege,” said CCRKBA Chairman Alan Gottlieb. “She talks about how she believes in freedom, but evidently that belief suddenly evaporates when it comes to the freedom to own a gun and choose what kind of firearm you want to own.”

He continued, “Joe Biden has been a 50-year bad dream. Kamala Harris would be a nightmare.”

It says something two days after Biden’s announcement that a coalition of “gun safety groups” — Brady and Team ENOUGH, Community Justice Action Fund, Everytown for Gun Safety Action Fund, GIFFORDS, Newtown Action Alliance and Jr Newtown Action Alliance — formally endorsed Harris for president.

“President Biden has already had the most historic presidency in taking action against gun violence. No one is better suited to carry that life-saving legacy forward than Harris, who has led the White House Office of Gun Violence Prevention,” said Kris Brown, president of Brady and chair of Brady PAC. “A vote for Kamala Harris is a vote to free America from the grips of gun violence.”

There will be a few twists and turns as we get closer to Nov. 5. And it’s crucial for our industry to get involved to ensure we don’t endure another four years facing a weaponized Executive Branch.

NSSF’s #GUNVOTE initiative is ramping up, and we will be highlighting how dealers, wholesalers, manufacturers and end users can join in the effort in future issues. **SI**

Have a prediction on how current events are shaping the firearms market? Send me an email anytime: editor@shootingindustry.com.



BY JADE MOLDAE

IMPACT OF CURRENT EVENTS ON THE MARKET?

The month of July was certainly something, wasn't it? In a 15-day span, there was an assassination attempt on a former or sitting president for the first time in 43 years, which was followed up by an incumbent president not seeking re-election for the first time since 1968.

Both events are seismic. We're witnessing history with each passing week, it seems. Something that's very "2024" is the number of memes that have been spoofed in the fallout of each event. Following President Joe Biden's July 21 announcement he would not seek re-election — just 107 days before Election Day — I saw a number of memes highlighting how quickly the world has changed. One of them was a quote attributed to Vladimir Lenin, of all people, who once said: "There are decades where nothing happens, and there are weeks where decades happen."

In a vacuum, it would seem the month of July brought a decade or two — except for the fact there has been a growing number of unprecedented events over the past few years. Combined, it has led to more uncertainty in the market.

ATTEMPTED ASSASSINATION'S EFFECT

By the absolute smallest of margins — inches, the slight turn of a head at the exact moment — former President Trump was able to accept the Republican GOP nomination for president at the Republican National Convention, just days after being shot.

In the wake of the assassination attempt, I reached out to a group of dealers, who shared their first impressions on how the firearms market will be impacted.

At Ace Sporting Goods, in Washington, Pa. — located roughly 60 miles from Butler, where the assassination attempt occurred — Owner/General Manager Ben Romanoff noted a "slight uptick" in sales of ARs and 5.56 ammunition in the days following the attempted assassination.

"The market is still soft, and is a concern of ours," he added.

Jacquelyn Clark, co-owner of Bristlecone Shooting, Training & Retail Center in Lakewood, Colo., has likewise observed little-to-no impact at her store.

"It's too early to tell what [the attempted assassination] will do — if anything — to the firearms market," she

said. "We don't see as much movement as we used to with political and violent events, although this one is surely unique. We've stopped trying to predict with any accuracy what events in the news media will do to our shop, and now have more of a healthy curiosity about the effects — we always track them but we haven't found any reliable patterns in the recent past."

ANY PANIC BUYING?

Going along with the "crisis fatigue" trend that has been examined in recent issues, it seems the attempted assassination did not result in panic buying.

Kyle Barrett, who owns America Fidelis Guns & Ammo in Buckeye, Ariz., and Rim Country Guns, Payson, Ariz., says sales were "average" at his two stores just days later.



For better or worse this, industry will be impacted, and I believe it won't take long before we see courts cite this attempt in justification for upholding so-called assault weapons bans and other restrictions on Americans."

Jeremy Ball • President & Owner
Sharp Shooting Indoor Range & Gun Shop
Spokane, Wash.

"At first smack, any political news about extremism or assassinations seems guaranteed to spur panic buying in the gun industry. I'd be lying if I said I wasn't getting text messages on Saturday night and Sunday from our employees and distributor sales reps along those lines," he said. "Monday sales were about average, and while President Trump was the talk of the town, I can't say for sure any of our sales were panic-driven."

"We have not seen any indication based on our online sales there is any panic buying going on," added Edward Pepper, CEO and owner of Osage County Guns in Wright City, Mo. "I think if there would have been a

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