



NEWS

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

Academy Of Excellence Selects 2010 Final Nominees

By Roxanne Smith



SHOOTING INDUSTRY AWARDS

2010 Nominees

The only Academy of Excellence award presented to an individual for noteworthy achievement within the shooting industry.



Mark DeYoung
ATK Commercial Products



Hewitt Grant
Ellett Brothers



Bob Nosler
Nosler

The final nominees are in! The Shooting Industry Academy of Excellence has announced the final nominations for its 2010 awards. The Academy considered 155 entries in 14 categories before selecting 44 for the final ballot.

The academy is now considering the final nominees with a second, final round of voting. The winners will be announced in conjunction with the Shooting Industry Masters, July 23.

The Academy, in its 19th year, recognizes excellence in design, innovation and service to the industry. Sponsored by FMG Publications, publisher of *Shooting Industry*, *GUNS*, *American Handgunner* and *American COP* magazines, the voting power is held exclusively by the academy, which includes 500 members of the industry, consisting of manufacturers, distributors, executives, store-front dealers and outdoor writers. In order to maintain the Academy's integrity, no one at FMG is permitted to vote.

Twelve companies and individuals are nominated in the service award categories.

The Shooting Industry award honors individuals who have made valuable contributions to the shooting industry through product design, industry representation or marketing expertise.



KNIFE OF THE YEAR

2010 Nominees



Benchmade
741 Onslaught with
AXIS Lock Design



Buck Knives
Paradigm Pro Model 337
Assisted-Opening Knife



SOG Specialty Knives
Revolver SEAL
Knife and Saw

HANDGUN OF THE YEAR

2010 Nominees



Glock
Gen4 G22



Ruger
SR9c



Smith & Wesson
SW1911 Pro 9mm

SERVICE AWARDS

2010 Nominees

MANUFACTURER OF THE YEAR

ATK Commercial Products
Hornady
Ruger

DISTRIBUTOR OF THE YEAR

Brownells
Ellett Brothers
RSR Group

CITIZENSHIP AWARD

Ellett Brothers
Kimber
Taurus

Final nominees are **Bob Nosler**, of **Nosler**; **Hewitt Grant**, of **Ellett Brothers**; and **Mark DeYoung**, of **ATK**.

"I feel extremely honored and humbled to have received this nomination when there are so many great choices in our industry. I am very glad to have been a part of our wonderful industry for so many years," said nominee Grant.

Nominee DeYoung said, "The Shooting Industry Award has honored some of the most influential leaders in our marketplace. It's an honor to be considered this year."

"The Shooting Industry Award is one of

(Continued on page 7)

RIFLE OF THE YEAR

2010 Nominees



Bushmaster
Adaptive Combat
Rifle (ACR)



Ruger
SR-556



Savage Arms
Model 16
with AccuStock



Smith & Wesson
M&P15 .22 LR

SHOTGUN OF THE YEAR

2010 Nominees



Benelli USA
Vinci 12 Gauge



Browning
Maxus 12 Gauge Hunter



Winchester
SX3 20 Gauge
Autoloading

REP RAP

FMG insiders speak



The Power Of An Excellent Message

Steve Evatt American Handgunner

Back in the late '70s, when my wife and I were newlyweds and didn't have two nickels to rub together, we decided it would be a swell idea to go to Las Vegas with what little money we had! Now, we could have flown from San Diego, which would only have taken an hour, but it cost \$40 round trip, so in our wisdom we decided to drive the 360 miles and take six hours instead.

After two days of losing and being all around stupid, we got in the car exhausted and dreading the six-hour drive back. Exactly one hour out of Vegas, a huge billboard loomed up from the desert floor and simply said, "If you had flown Hughes Airwest, you would be home by now."

I never forgot that advertising slogan, and even after 30 years, I still fly, rather than drive, to Las Vegas. The point is, sometimes the advertising message can be more powerful than the product. What will your product do for the reader? That's what you need to identify and build your message upon.

Work continues on the September/October issue of *American Handgunner*, which has a closing date of May 24. Don't forget this is a Web Site Showcase issue, so please call me at 1-800-533-7988 and I'll get you in on one of the best ad buys in the business. You can also drop me a line at steve@americanhandgunner.com.

And if you haven't signed up for the Shooting Industry Masters yet, there's still time. All it takes is a serious desire to have fun, a ticket to Grand Island, Neb., the entry fee and a tough hide for all the ribbing you might get for that very interesting display of shooting prowess. For all the details, go to www.shootingindustry.com and click on the Shooting Industry Masters banner. Sign up and join us for a great time.

I'm not quite sure who said it, but I saw a quote the other day that seems like darned good advice. "Early to bed and early to rise, work like hell and ADVERTISE." Works for me.

'Til next time ...



Target The Online Market With E-Blasts

Andrew Oram GUNS Magazine

FMG just made direct marketing a no-brainer.

If you've tried direct mail as one of your marketing tools, you know how cost prohibitive it can be, not to mention what a low response rate you can expect for your efforts. Industry averages range from as high as a 2 percent response rate on direct mail sent to current customers, all the way down to less than 1 percent. Taking design, print and mailing costs into account, not to mention the research involved in developing or buying a decent list, you may be looking at thousands of dollars of unrecoverable marketing dollars.

Since FMG began offering free digital subscriptions, online readership for our consumer publications has reached nearly 20,000 monthly subscribers. Our L.E. and trade subscribers make up nearly 15,000 additional readers. We expect these numbers to grow substantially as more online users become aware of this free service.

Each month, subscribers are sent an E-Blast with the most current issue. Unlike many direct mailers that unceremoniously end up in the recycle bin before they are even opened, our subscribers have signed up to receive our digital issue. Ads are featured exactly as they appear in the printed issue, along with the added bonus of being linked to your Web page or Web store. In a fast-paced, consumer-driven market, where attention spans are fleeting, driving consumers to your products is essential.

If you would like to target this online market, and forgo the printed edition, we are now offering advertising within our E-Blasts. The cost makes this a fantastic deal — \$750

Attach your advertising message to any of FMG's monthly E-Blasts.

for FMG's consumer magazines, and \$490 for *American COP* and *Shooting Industry*. That's about \$.24 per contact.

Although we will do our best to accommodate you, space is limited and is on a first-come, first-serve basis. If you're interested, contact me at andrew@gunsmagazine.com or Tracy Moore, FMG's online advertising manager, at tracy@fmgpublishings.com.



July Issue Is Packed With Reader Favorites

Delano Amaguin Shooting Industry

We just finished up work on the June issue of *Shooting Industry*, which means we have officially hit the halfway point in our publishing year. If you haven't planned your fall ad schedule yet, then it is time to get in gear. We have just started working on the July issue of *Shooting Industry*.

The updated Firearm Production Report will be featured in the July issue. This report provides dealers with the handgun and long gun production figures for 2008, along with the top 25 manufacturers of the year, and is an invaluable resource. In addition to the production figures, we also provide import and export data.

The July issue also features the Universe's Greatest Buyer's Guide. One of the reasons *Shooting Industry* has the best Buyer's Guide is because of all the hard work we put in to keep it up to date. Please help us help you by making sure your listing is current.

This industry directory is only published twice a year, and it is essential that you make any necessary changes to your current listing by going to www.shootingindustry.com and clicking the "Buyer's Guide Listing Update" link. Download the PDF and simply type in your information on the form. You can e-mail it back to me at delano@shootingindustry.com or print it out and fax it to me at (858) 605-0208.

If you are looking to increase traffic to your Web site, look no further — our Web Site Showcase in the July issue is the thing for you. We take a screenshot of your company's home page and feature it in a full-color showcase, along with your company's name and Web address. Readers of our online digital editions who click on your home page will be taken directly to your company's Web site. Don't miss out on this chance to increase your Web presence at a great price.

Our July issue will also take a look at the world of gun care products. We'll show the dealer what's available and how to sell this vital line of products.

AMERICAN HANDGUNNER®

From the Editor:

Roy Huntington

Handgun Hunting

With the Obama-induced, black-rifle buying frenzy slowing — or, as many are calling them these days, “semiauto sporting rifles” — things are beginning to return to normal, and gun buyers are paying more attention to their core interests.

As handgun technology has changed over the years, the days of screwing a cheap scope on your beater S&W revolver and calling it a hunting handgun are pretty much over. Factories and custom pistol-smiths offer virtually anything you can imagine, from single shots with rifle-like accuracy, to the biggest of “big boomer” revolvers. In the September/October issue of *Handgunner*, handgun hunter and long-time *Handgunner* friend Mark Hampton gives readers tips on how to gear up for a handgun hunt. Mark has hunted exotic game around the world, with a wide cross-section of handguns, and knows what he speaks.

Many readers are excited about *Handgunner's* continued coverage of revolvers of all kinds. The May/June issue featured S&W J-frames on the cover, and brought the wheelgunners out of the wood-



Read Pat Covert's feature on Buck Knives in the Sept./Oct. issue of *Handgunner*.

work again. As we boomers get a bit older and the kids move out, there is often some spare money handy, and those same gray-mustachioed fellows seem to be spending at least some of that money on revolvers! Perhaps our own Clint Smith said it best when he opined “wheelguns are real guns,” and it seems he has a big following when it comes to that point.

We'll continue to cover historical six-guns, modern renditions and all that's new when it comes to revolvers. As a matter of fact, check out our current July/August issue, with **Wilson Combat's** new light-weight 1911 on the cover, and see what **Robar's** idea of a modern fighting single action looks like!

And don't forget we're chasing the 100th anniversary of the **Browning** 1911 design, so stay tuned for some fun stuff from *Handgunner* staffers on this most wonderful of autos!

AMERICAN COP

From the Editor:

Suzi Huntington

COP — Keeping On Top Of New Equipment

Even though there are no guarantees in life, I'm here to tell you there are when it comes to police equipment — it's constantly changing and evolving.

In Roy Huntington's vehicle accessories feature — “Be A Decision-Maker: Accessories That Make You Safer” — he gives us a peek at some new and improved goodies. Learn about **Code 3's** LED lights for Harley Davidson motorcycles and their significantly brighter LED light bars for patrol cars — they're making it easier to see those pretty red and blue lights. And to make hearing the roar of the siren easier, **Lund Industries** has mounted siren speakers into the upright of its push bumpers.

Clint Smith takes a close look at some very nice rifles from **Noveske Rifleworks** that are outfitted with “cans of black magic” (suppressors) from **Advanced Armament Company**. I recently had the pleasure of meeting **John Noveske** at Thunder Ranch and saw his guns in action; I was duly impressed with him and his rifles. Read Clint's article and you'll see what I'm talking about.

Finally, I blundered my way into a real gem. I've found a former police chief who's not afraid of telling it like it is. In his first of an occasional series of articles, Jerry Boyd weighs in on the politically charged topic of



Heidi Smith takes aim with a rifle from Noveske Rifleworks.

illegal immigration. He discusses its effects on the health and welfare systems, as well as its drain on the criminal justice system. Jerry describes how many chiefs and sheriffs cave to the elected officials' political agendas, rather than taking charge and doing the very job they were chosen to do. It's a great read, and one that'll make you think — a lot.

Please remember to send me an e-mail at suzi@americancopmagazine.com if there's something I can do to help highlight your products or services in the pages of *American COP Magazine*.

SPECIAL EDITIONS

From the Editor:

Sammy Reese

What Makes The Specials So Special?

When I started my adventure as editor of the FMG Annuals, there were only four. My goal was to build “The Brand” into something more, and my first request was to change the name to Special Editions.

Fast-forward almost four years and I have eight Special Editions: *Handgunner*, *GUNS*, *Tactical*, *Combat*, *American COP*, *Personal Defense* (two per year) and *Reality Check*, our newest title.

So, why Special Editions? Each issue, regardless of title, is bound like a coffee-table book, and is filled with feature articles, product reviews and product showcases. We also have a huge catalog section. The catalog has grown from being just about guns to include knives, lights, lasers and less lethal. The catalog is free — all we ask is for manufacturers to fill out a form and supply an image.

The Specials stay on the newsstand longer than traditional magazines. The longer they stay, the longer the products are visible to readers.

I was at my son's soccer game this past weekend, talking to a fellow father. He knew I was a retired police officer, but that was all. He explained how he loves to shoot and read gun magazines, and went on to tell

me about the Special Editions and how he keeps his favorites on a bookshelf.

I could hardly contain my pride and excitement! I told him to look at the masthead and check out the name of the editor. His reaction was a puzzled look, so I exclaimed, "The Specials are mine!"

I call the Specials mine, but really it takes a lot of talented people to get each edition out the door. You already know Scott McGregor, the man in charge of advertising, but there are many unsung heroes who complete the team.

Stephanie Jarrell and Amberly Dressler not only take care of just me, but also three other editors and their respective magazines. I call them the "comma queens," but if it weren't for these ladies, our magazines would look as though a bunch of second-graders wrote them.

Andy Loy turns some text and a pile of pictures into the creative layouts you love to look at and read. Linda Peterson puts together a masterpiece of a magazine with what we send her way, much like a chef prepares a gourmet meal out of a handful of ingredients.

As you can see, the Specials are special; you should jump on board. If you have a product you want featured, drop me a note at sammy@americanhandgunner.com. The editorial and advertisements are visible for an extended period of time, so you can't go wrong.

Lastly, I have a Masters plug. If you haven't signed up for the Shooting Industry Masters yet, I don't want to hear any excuses. Contact Elizabeth O'Neill at elizabeth@shootingindustry.com and get your team signed up! I'm looking forward to seeing everyone in Nebraska.

GUNS®

Jeff John

From the Editor:

Nighthawk's Defensive Duo

Safety and security dominate the *GUNS* September issue, with the headliner being the **Nighthawk** .45 ACP 1911 and the Nighthawk-customized **Remington** 870 12-gauge pump shotgun. Learn to use them well and you'll be safe and secure from most any threat. Dave Anderson wrings out both on the range.

In that vein, Massad Ayoob writes on flying with guns — how to pack them for TSA compliance and how to get them through the airline checkout counter. It can be a frustrating experience if you do it wrong, but Mas has traveled with handguns exten-



You'll feel safe and secure armed with this Nighthawk 1911 .45 ACP and custom Nighthawk/Remington 870 12-gauge self-defense combo.

sively and knows how the game works.

Richard Mann took the new **Marlin** 1895 SBL in .45-70 on a bear hunt. The new stainless steel with laminate stock Marlin has many features once found only on custom 1895s, including a large loop lever, and a long M1913 rail extending along the receiver and a good portion of the barrel, allowing a conventional scope or a scout scope to be mounted. Backup peep sights are provided, and Mann mounted a **Swarovski** 1-6X scope in **Leupold** Quick Detachable rings.

The bear was dropped in one shot with **Federal's** new 300-grain Fusion load, which delivered the bullet at a high-performance 1,844 fps.

On a completely different note, John Taffin tests two new **Ruger** revolvers in .327 Federal Magnum. The new guns from Ruger take the .327 beyond personal defense and into the field. The new 8-shot 6 1/2" Blackhawk wrings considerable performance from the little cartridge — performance once confined to rifles shooting hot-loaded .32-20s. The other gun is a 7-shot 4" GP-100, a double-action revolver ideal as a small game gun or as a defensive revolver.

John shoots not only Federal and American Eagle factory ammo, but provides handloading data featuring **Hornady**, **Sierra** and **Speer** bullets over suitable **Accurate Arms**, **Alliant** and **Hodgdon** powders.

Speaking of revolvers, S&W has re-created a revolver long admired by big-bore fans — the Model 58 .41 Magnum. Once

meant as Magnum duty arm for police, the gun proved too heavy and too powerful for many officers, and the concept faded.

Nonetheless, the .41 Magnum Model 58 became a great choice as a backup for the outdoorsman. The revolver was more compact than either the 4" Model 29 .44 Magnum or Model 57 .41 Magnum. The fixed sights were sturdy and simple, and the .41 Magnum cartridge delivered plenty of power and accuracy. Author Clint Smith wrings out this powerful sidearm with **CorBon** 180-grain DPX ammo.

SHOOTING® INDUSTRY MAG From the Editor:

Russ Thurman

Dealers Maximize Internet

For those in the industry who still believe firearm dealers are "too stuck in the past" to understand the power of the Internet, think again. Dealers are increasingly using all aspects of the Web to attract customers and sell products.

"We are on Twitter, Facebook, Yelp, YouTube, Google Picassa and some others," said **Ryan Horsley**, general manager of **Red's Trading Post** in Twin Falls, Idaho. "We are on all of these social networks because number one: it's free. It is also where our customers and potential customers are, and I try not to stay complacent. We are always looking for new ways to get our name and message out."

To learn more about what Horsley and other dealers are doing to maximize the Internet, read "Internet: A Business-Building Center" in the June issue of *Shooting Industry*.

Also in the June issue, we look at handgun accessory sales, including gun leather, and tips on how dealers can refocus their optic sales. Since we're on the topic of optics, congratulations to **Weaver Optics** as it celebrates its 80th anniversary this year.

(Continued on page 7)

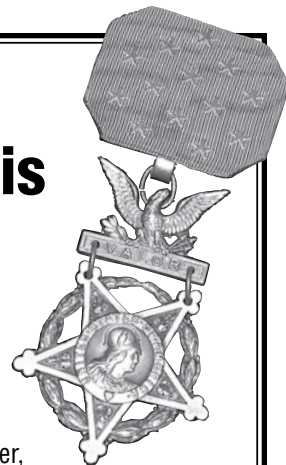


Dealers are turning to the Web more and more to attract customers.



Denny Fallon American COP

Voodoo Tactical Spotlights Medal Of Honor Hero, Sgt. Sammy Davis



Sergeant Sammy Davis wears his Medal of Honor with pride and humility. He proclaims he is merely the “caretaker” of the nation’s highest military commendation.

Davis has become one of the most prolific ambassadors for this exclusive community of 91 living warriors.

“I feel it is my mission to share the Medal of Honor with my fellow citizens,” Davis said. “They need to see it and feel it and understand the gift that it is to be an American. And when my time is up on this earth, I want my Medal of Honor to be displayed so it can be shared with the people.”

“I feel it is my mission to share the Medal of Honor with my fellow citizens. They need to see it and feel it and understand the gift that it is to be an American.”

Seventeen days after his 21st birthday, then Private First Class Sammy Davis was serving as a cannoneer with Battery C, 2nd Battalion, 4th Infantry Regiment of the Army’s fabled 9th Infantry Division near the village of Cai Lay, Vietnam. Just after 2 a.m. on Nov. 8, 1967, a Viet Cong force estimated at 15,000 launched a massive mortar bombardment on the regiment’s fire support base. For his actions, including ignoring his serious wounds while rescuing three comrades and manning a machine gun position to protect his unit with covering fire, Davis received a Silver Star, two Purple Hearts and the Medal of Honor in 1968. He retired from the Army as a sergeant in 1984.

Thanks to the benevolence of **Steve Adkisson**, president of **Voodoo Tactical** of Gardena, Calif., Davis attends the SHOT Show, National Rifle Association annual meeting and the Police & Security Expo.

“For a true American hero, Sgt. Davis is amazingly approachable and makes everyone he meets so comfortable,” said **Kyle McCammon**, from Voodoo’s marketing department. “It’s hard not to be in awe of someone with his amazing accomplishments.”

At the annual reunion of Medal of Honor recipients, Davis’ award brings its own “personality.”

“It’s the one with all the bumps and bruises,” McCammon joked. “He makes so many public appearances and his medal is handled by so many people that it takes a beating. And that’s exactly how Sgt. Davis wants it.”

When you meet Davis at the Voodoo Tactical booth, be advised he is not comfortable being celebrated as a hero. Davis prefers to shine the spotlight on those who were killed in action that November morning, 43 years ago.

“Thirty one of my best friends were lost in that action,” Davis said. “They are the heroes. I was one of their fellow soldiers who made it home. I held some of those great guys’ hands and cradled their heads in my arms. They are the real heroes.”

To add to his celebrity, Davis was the inspiration for the military exploits of Tom Hanks’ Academy Award-winning role in 1994’s hit film, *Forrest Gump*. The film footage of the Medal of Honor ceremony with President Lyndon Johnson had Hanks’ face superimposed over that of Davis.

But Davis’ Medal of Honor citation is more dramatic than any fictional Hollywood screenplay. Davis was providing covering fire for a gun crew when it received a direct hit from an enemy recoilless rifle round.



Sgt. Sammy Davis’ personal motto? “You don’t lose until you quit trying.”

The subsequent explosion hurled the crew from the howitzer and blew Davis into a foxhole. Ignoring commands to take cover, Davis returned to the burning howitzer and continued firing.

Moments later, a Viet Cong mortar round landed near the battery, seriously wounding Davis. He fired three more shells before using an air mattress to cross a river to assist the three injured soldiers. Upon reaching his comrades, Davis stood upright on the raft and fired into the dense vegetation to prevent the Viet Cong from advancing. Davis then returned the wounded to the firebase before joining another howitzer crew to drive off the attacking enemy.

The citation credits Davis for “conspicuous gallantry and intrepidity in action at the risk of his life and beyond the call of duty.”

When Davis was informed that his Medal of Honor presentation would be featured in *Forrest Gump*, he made one request.

“I told them I would really appreciate it if they could include my motto in the movie,” Davis said.

The motto quoted by Tom Hanks was pure Sammy Davis: “You don’t lose until you quit trying.”

Sept./Oct. Loaded With Reader Appeal

The September/October edition of *American COP* Magazine will be a bonanza for our 50,000-strong readership of law enforcement professionals. Comprehensive coverage of the latest trends in duty wear and an update on innovations in technology and mobile computing will be featured. The issue will also receive bonus distribution at the annual International Association of Chiefs of Police convention in Orlando, Fla., in October.

To reserve your advertising space, or for more information on the Sept./Oct. edition of *American COP*, contact me at 1-800-426-4470 or e-mail me at denny@americancopmagazine.com.

Nominees

(Continued from cover)

the top accolades in our industry, and it is a great honor to be selected as a finalist," said nominee Nosler.

Final nominees for the Citizenship award, which honors a company or dealership that most exemplifies the traits of service to the community, are Ellett Brothers, **Kimber** and **Taurus**.

The Manufacturer of the Year award nominees are ATK Commercial Products, **Hornady** and **Sturm, Ruger & Co.**

Final nominees for the Distributor of the Year award are **Brownells**, Ellett Brothers and **RSR Group**.

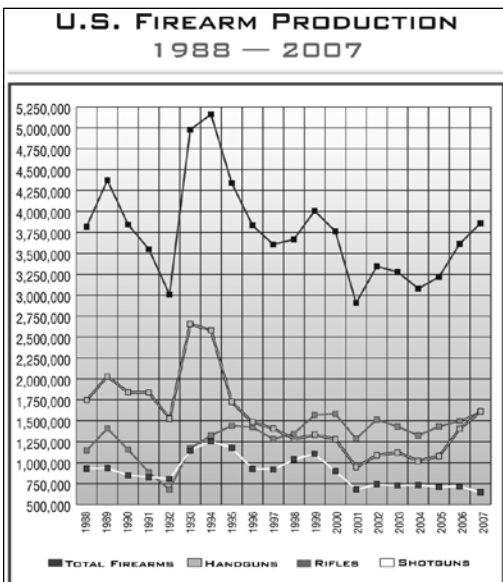
This year's awards presentation and reception will be held in conjunction with the Shooting Industry Masters. The awards will be announced Friday evening, July 23, at the Holiday Inn Midtown in Grand Island, Neb.

For more information on both events, visit www.shootingindustry.com.

SI

(Continued from page 5)

Firearm Production Report



TOTAL U.S. FIREARMS PRODUCTION BY TYPE 1988 — 2007

Year	Handguns	Rifles	Shotguns	Total
1988	1,745,722	1,144,707	929,070	3,819,499
1989	2,031,425	1,407,317	935,541	4,374,283
1990	1,838,895	1,156,213	848,548	3,844,056
1991	1,938,266	993,492	826,426	3,558,174
1992	1,525,218	678,808	805,781	3,007,787
1993	2,525,478	1,171,872	1,149,939	4,976,289
1994	2,581,961	1,324,240	1,254,926	5,161,127
1995	1,752,930	1,440,899	1,176,958	4,340,587
1996	1,484,477	1,421,319	926,732	3,835,528
1997	1,406,505	1,261,162	910,759	3,568,426
1998	1,284,758	1,345,899	1,036,520	3,567,174
1999	1,331,230	1,589,585	1,106,585	4,007,910
2000	1,281,861	1,593,042	899,442	3,763,345
2001	943,213	1,284,554	679,813	2,907,560
2002	1,068,564	1,515,296	741,325	3,345,195
2003	1,121,024	1,430,324	726,078	3,277,426
2004	1,022,610	1,325,138	731,769	3,079,517
2005	1,077,630	1,431,372	709,313	3,218,315
2006	1,403,329	1,496,505	714,818	3,614,452
2007	1,607,812	1,507,488	644,632	3,699,930
Total	30,992,926	26,500,109	17,762,765	75,255,800

This report, including graphs and extended charts, is available on www.shootingindustry.com.

In the July issue of *SI*, we present our much-read report on the "U.S. Firearm Industry Today." As always, we'll have the latest manufacturers' production numbers from the ATF, background-check figures from the FBI and 2010 data that provides insight into where the industry has been, with an examination of where it's going.

Salute To Kimber

Kimber continues to be the top firearms company contributing to **USA Shooting**. At the SHOT Show in January, **Leslie Edelman**, Kimber owner and CEO, presented a \$75,000 check to the USA Shooting Team, the latest installment in a successful partnership agreement based on sales of the Kimber Team Match II pistol. The check increased Kimber's total contribution to \$750,000.

Kimber says additional contributions will follow.

ATK Acquires BLACKHAWK!



ATK's acquisition of **BLACKHAWK!** into its Security and Sporting business group, which includes also-acquired **Eagle Industries**, establishes ATK as a major player in the tactical market.

A relative newcomer to the industry, **BLACKHAWK!** has grown at an impressive rate, under the leadership of former Navy SEAL, **Mike Noell**. He brought to his business model a focus and determination reflective of his military service training and experiences, plus he surrounded himself with top-notch folks with similar discipline.

"From the very beginning, we have prospered by delivering on our promise to provide law enforcement, military and security professionals with the highest-quality products to help them effectively do their jobs in service to the nation," Noell said.

Noell's demand for quality and his aggressive marketing caught the attention of the industry, most notably competitors. It, obviously, also caught the attention of powerhouse ATK.

SABRE Supports Causes

Security Equipment Corporation (SEC), makers of the SABRE line of products, has become a major contributor to the National Breast Cancer Foundation (NBCF). Last year, SEC introduced a line

of SABRE RED Pink Pepper spray to support NBCF. A portion of the sale of the Pink Pepper spray is being donated to the foundation.

"We are very happy and proud to support the NBCF and its fight against breast cancer. Fortunately, the NBCF chose our most practical and popular SABRE product, which maximizes SEC's ability to support this excellent charity and cause," said **David Nance**, SEC vice president. "The NBCF reports that we have reached their Gold Level Sponsorship level and are one of their top 50 sponsors."

This year, SABRE introduced another program, this one to support the **NRA**. SEC will donate a portion of the sale of SABRE NRA pepper sprays to the association.



HornadyTV.com On YouTube

Hornady recently launched HornadyTV.com on YouTube. The exclusive channel contains a wide variety of product overviews and instructional videos, as well as TV commercials and vignettes showcasing the company's extensive line of bullets, ammunition and reloading products.

View at www.HornadyTV.com or through the Hornady Web site at www.hornady.com.



Recent Survey

Do the ads in *GUNS Magazine* help make purchasing decisions easier?

85% YES
15% NO

FMG INSIDE NEWS

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

inside this issue:

- Academy Of Excellence Selects 2010 Final Nominees
- Voodoo Tactical Spotlights Medal Of Honor Hero
- Target The Online Market With E-Blasts
- COP — Keeping On Top Of New Equipment
- Dealers Maximize Internet

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AMERICAN COP

GUNS®

SHOOTING INDUSTRY MAGAZINE



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ACCESSORY OF THE YEAR

2010 Nominees



Brownells

AR-15 Builder Web Site



Galco Gunleather

Tuck-N-Go Holster



Hornady

Lock-N-Load Sonic Cleaner



Timney Triggers

870 Trigger Fix



OPTIC OF THE YEAR

2010 Nominees



Burris

Eliminator LaserScope



Leupold

Redfield Revolution Riflescope



Swarovski

EL 10x42 Swarovision High-Definition Binoculars



AMMUNITION OF THE YEAR

2010 Nominees

Hornady

Superformance Centerfire Ammunition



Remington

HD Ultimate Home Defense Cartridges



Winchester

PDX1 410 Personal Defense Ammunition



SELF-DEFENSE PRODUCT

2010 Nominees



Crimson Trace

MVF-515 Red Vertical Foregrip



Kimber

PepperBlaster II



SureFire

M952V Vampire Weapon Light



HUNTING PRODUCT

2010 Nominees



Bushnell

Trophy Cam Trail Camera



Danner

Pronghorn GTX Hunting Boots



SureFire

Saint Minimus Headlamp



SAFETY PRODUCT

2010 Nominees

Benchmade

9CB Rescue Hook



GunVault

GunVault MVB500



SureFire

MINI Sound Suppressor

