



FMG-INSIDE

VOLUME 19 • NUMBER 2

FEBRUARY 2009

NEWS

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

2009 Academy of Excellence Award Entry Deadline Extended To March 2



The Shooting Industry Academy of Excellence has extended the entry deadline for the 2009 awards to March 2.

"We've heard from a number of companies who are experiencing trade show season overloads and are concerned about time needed to get their award entries in order," said Randy Molde, Academy director. "We're happy to offer a little stress relief by extending the entry deadline two weeks."

The academy, in its 18th year, recognizes excellence in design, innovation and service to the industry. In 2009, the academy will present awards in 14 categories.

The Academy has changed two award categories. The High-Tech Product and Specialty Product of the Year awards have been replaced with the Hunting Product and the Self-Defense Product of the Year awards.

Entries may be submitted by a company or anyone associated with the

industry. Only one company's product may be entered per category. All entries must include the product's complete name and be accompanied by a photo. To be eligible for the 2009 awards, products must have been in production no earlier than February 2008 and prior to February 2009.

Academy officials stress that entries for the Manufacturer of the Year, Distributor of the Year, Citizenship Award, and the Shooting Industry Award must include justification.

The Citizenship Award honors a company or dealership; non-profit and industry supporting organizations are not eligible for the award.

The official 2009 award entry form and guidelines can be downloaded by visiting the "Awards" link at www.shootingindustry.com. Entries may be e-mailed to: siae09@shootingindustry.com or sent to: SIAE 09, 12345 World Trade Dr., San Diego, CA 92128.

New Defensive Thinking DVD From Thunder Ranch

FMG Publications has released the seventh Thunder Ranch DVD training course featuring firearms training expert Clint Smith.

The new *Defensive Thinking* title includes tips and instruction covering three topics: Home Defense, Vehicle Defense and Concealed Carry Options.

"With the Home Defense segment we wanted to give 'Sam and Suzi homemaker' a few ideas on how to better secure their home — avoiding confrontation if possible but smartly defending themselves if necessary," said Clint Smith. "The Vehicle Defense and Concealed Carry segments are for the people who've decided to legally carry a gun daily. Concealed carry is a lifestyle altering decision. The details we discuss will help prepare viewers for the situations they may encounter."

The two-disc course featuring logical solutions for home, car and carry can be previewed at www.americanhandgunner.com/TRvids.html.



FMG Recruits 2,353 New NRA Members

FMG Publications promotion efforts have recruited 2,353 new NRA members since Sept. 1.

Special online subscription offers to *American COP*, *American Handgunner* and *GUNS Magazine* give website visitors the option to receive a one year NRA membership when they subscribe to one of the FMG titles.

"We're pleased with the response so far and happy to help bolster the NRA membership rolls," said publisher Roy Huntington. "This is only a start and we'd like to help recruit several thousand more NRA members in the months ahead — we might need the extra voices."

To team up with FMG Publications and offer a one year subscription and new NRA membership to your website visitors, contact lorinda@fmg-publications.com for details.



REP RAP

FMG insiders speak

Steve

American Handgunner



EVATT

SHOT Offers Promising Start To The Year

I imagine that the theme of everyone's report this month will have to be: "Business Was Booming At SHOT!"

It was quite a show and while the overall attendee numbers seemed lower, there was certainly a lot of business going on. Various types of firearms sold better than others of course, but generally if it went "BANG" somebody ordered it.

We've started work on the July/August issue of *American Handgunner* and it should come as no surprise that this one is chock full of interesting, humorous, and most important, useful editorial. For the cover of July/August, editor Roy Huntington brings us the **Springfield Armory** custom XDM! Knife-writer Pat Covert covers the **Knives of Boker USA**, while J.D. Jones demonstrates Culling and Hunting with Handguns. We also take a look at **Gemini Custom's** radical J-Frame, and an in depth article on what could be a modern **Swenson**. All this and much more!

The closing date for space reservation is March 26. If you have any questions, please do not hesitate to call me toll-free at (800) 533-7988, or send e-mail to: steve@americanhandgunner.com.

Stay in touch with America's Handgunners

Hard economic times are NOT the times to pull your advertising. Let the other guy panic and do that! Keep your name right in the face of every reader out there and while your competition fades away, you'll be racking up the sales. 'Til next time ...

Jeff

GUNS Magazine



MOREY

It's Not Too Late To Celebrate The New Year

The gun industry has, for many years now, kicked off its new sales year by way of the SHOT Show. But this year's show was one I approached with mixed feelings. While I always look forward to seeing new products and old friends at the show, this year I had a gnawing sense of dread consequential to the grim economic news we've been pounded with lately. I feared there would be a lot of angst, doom and gloom at this year's extravaganza. I was wrong.

The attitude of the people I talked to was unflinchingly positive and upbeat, if not downright buoyant. New products were enthusiastically celebrated all across the show floor. Sale numbers were more than "encouraging," they were frequently stunning. So, where does this leave us?

We aren't prophets, but 2009 promises to be a banner year for the sales of guns and gun-related accessories. That said, we want to help you get the word out to firearm enthusiasts that you have exactly what they're looking for.

Let me present a "New Product" announcement highlighting something you deem to be new and exciting. Consider being part of our "GUN of the Month Give-a-way." Lend your products and company name a higher degree of name recognition by appearing on the pages of *GUNS Magazine*, *American Handgunner*, *American COP* and *Shooting Industry* magazine. Make no mistake, people are indeed buying gun products with a newfound enthusiasm and the companies they patronize continue to catch consumer attention by way of FMG Publications.

We understand how important our editorial calendar is for determining when a company decides to run ads in our magazines. So, this is what the future holds for *GUNS* readers. In June we will focus on Tactical Firearms and Accessories. John Taffin will cover the **S&W .44 Mag Hunter**. Holt Bodison will look at the new **Winchester M70**. Mike Venturino considers M1, M1A1 & M2 Carbines. John Taffin will focus on a **Magnum Research .380** while Dave Anderson reviews the **Weatherby .30-378**.

In July, we focus on Handloading. August will be given over to Shotguns, while September takes us back to those thrilling days of yesteryear with a foray into Cowboy Action Shooting.

Our goal is to provide every issue with a unique focus without sacrificing our general overall vision. Should you have any questions or concerns about upcoming issues, or if you would like to discuss our future editorial plans, please feel free to contact me toll free: (800) 426-4470; Fax: (858) 605-0217; e-mail: jeffm@gunsmagazine.com. It is time to make the most of 2009 — and we can help you do just that!

Delano

American COP



AMAGUIN

Hot New Products On The Way For REAL Cops

Many people expected a dip in the attendance at SHOT Show with the state of the economy. If there was a difference it wasn't very noticeable in the LE section of the show. The *American COP* booth was overwhelmed by a constant flow of motivated buyers in Orlando. We nearly ran out of magazines by the second day. We introduced our new interactive online editions to attendees of the SHOT Show. Law Enforcement attendees from Europe and Asia signed up to be notified when the next issue is available.

There are some great new products coming out this year. Some highlights include:

- The Fliegerduffel by **Maxpedition** is the carry-on friendly version of the Doppelduffel. It will be a sure hit for the gear hound who hates to check luggage.
- **NovaTac** is introducing a few new lights to its line of hard-nosed, easy-to-use flashlights. The NovaTac Special Ops with



NovaTac Special Ops light.

its smaller size, customizable light program and disorienting strobe is ideal for law enforcement, tactical and SWAT teams.

• **Magnum Boots** went Mr. Wizard on the boot industry by using a process called ion-mask nano-technology to make their boots chemical resistant. Water, blood and nearly any chemical will bead up and roll off boots.

We were visited by readers and advertisers alike telling us how much they like the magazine. A number of companies sought us out just to get advertising information and find out more about our online opportunities. If you haven't jumped on the bandwagon yet, visit www.americancopmagazine.com for more information.

You still have time to reserve your space in the May/June issue. It's guaranteed to be another hard-hitting, tell-it-like-it-is issue. It will include officer safety, training and the extensive guns and gear reviews REAL cops have come to expect from *American COP*. The deadline to reserve space is March 2.

The May/June issue will also feature a Web Site Showcase. You can get a free showcase listing (retail value \$399) with the purchase of a full page ad. Please call me at (888) 732-6461 to reserve your space in the May/June issue.

to say it) "Bang for your buck!" The rates for the Special Editions are roughly half those of the regular FMG publications. Here's a great opportunity for smaller companies without the bigger advertising budgets to reach bona fide gun enthusiasts. And in this economy it's a great opportunity for the bigger companies to save a few bucks!

The Special Editions are used by 90 percent of readers to make a gun purchase.

A whopping 85 percent of those who read the Special Editions will use information presented to purchase shooting accessories. 90 percent of the readers say they find the ads in the Special Editions useful and 75 percent of readers share their copy with at least two other people and some with as many as five.

Special Editions are keepers. I still have the Special Editions that I bought on my own from the mid 90s and I still enjoy them.

Make the most of your advertising budget with the FMG Special Editions. Give me a call at (800) 553-7780 and we'll see what we can do for you!

has seen a marked increase in readership. Certainly the hard-hitting and well written editorial content of this innovative magazine is driving the increase in its popularity. Ever-aware of what it takes to keep our cops safe and provide them with current information on products, *American COP* is the leader in the law enforcement magazines being published today.

American Handgunner, the oldest and best handgun magazine published today, continues to thrive as we focus on timely, vertical editorial and beautiful photography. The years have seen this magazine evolve to meet the needs of the handgun enthusiast and whether the reader is a first-time gun owner or an old pro looking to enhance an existing collection, *American Handgunner* is the magazine they turn to. If you haven't seen this publication lately, please look us over and you'll see the reason we're the number one handgun magazine on the newsstand.

GUNS Magazine serves the reader with a broader editorial content allowing both the handgun and long gun shooter to find something special in each issue. Providing the reader with a vast content of new and proven products and the ability to win a variety of guns and accessories in our Gun-Of-The-Month-Giveaway, *GUNS* continues to shine in the FMG stable.

Shooting Industry, the oldest trade magazine published today, is the industry's true business journal reaching all the nationwide, store-front retailers. This business-to-business publication provides retailers with the information needed to increase profits, stock the right products and thrive in challenging political and economic times. Whether your product falls into the hunting, tactical, optics, safety and storage or gun category, make sure it's seen by the nationwide retailers who religiously read *Shooting Industry* magazine.

Let's not forget the Special Editions, which are six beautiful, newsstand publications with a variety of editorial themes such as Personal Defense, Tactical Firearms and Combat Firearms. Staying on the newsstand for as long as six months and touting low advertising rates, our Special Editions have become the best deal in town.

As you can see, we have continued to evolve to meet the demands and needs of our readership and industry. We will make available to you our website and digital advertising packages so stay tuned as we unveil new programs in the upcoming months.

Please call us soon to discuss your advertising programs and we'll do what we've always done and will continue to do for you in 2009 ... use our magazines as vehicles to make you a success.



Special Editions Offer Incredible Value

Now that we're all caught up from the SHOT Show, we can get back to normal. Too bad it doesn't seem that simple. It was my first SHOT with FMG and my only complaint is I could have used two more days to catch up with everyone and still probably would have missed someone!

Now that we're all home, we're working on the 2009 *American Handgunner* Special Edition. Sammy has put together a great lineup for the issue. The stories include: .22 Conversion Kits, the 327 **Federal** Magnum, **Kimber's** Crimson Carry Trio, Radically Different Defensive Ammo and more! Our ad deadline is February 12 but there's still time to include your sales message.

Remember, the Special Editions are a great value you get plenty of (yes, I'm going



Your Customers Look To FMG Publications

I think we can all agree that the 2009 Orlando SHOT Show was an excellent one. Positive outlooks and innovative thinking was the order of the day and I'm so pleased that the exhibitors were tremendously enthused with the orders written during the four-day show.

As the law enforcement section of the show continues to grow and the accessory and cutlery markets become stronger and more diversified I'm pleased that we, here at FMG, continue to offer the products that satisfy the needs of our growing industry. While walking the aisles of the SHOT Show I realized that there were virtually no products that would not be served by the magazines in the FMG stable.

American COP continues to excel and



inside industry news

AMERICAN HANDGUNNER®

From the Editor:

Roy Huntington

We'll Be Here

There was much talk about the economy at SHOT this year and many felt concern about stability. Stability in the marketplace, stability among consumers and stability among their friends in the business kept coming up in conversations. Adding to the concern were some significant no-shows at SHOT. But in all honesty, everyone we talked to said business was solid, even up, from previous years — even though attendance seemed down. I think the perception about the future and possible pitfalls down the road kept the “lookie-loos” away who didn’t want to spend the money to attend. Consequently the people who were actually doing real business attended — and did real business.

But the stability concerns got my attention and I wanted to address it. Most insiders tell me sales are up due to the consumer’s concerns about the Obama administration and possible restrictions on guns and ammunition in the future. A no-brainer as that’s what happened when Clinton was elected. Nonetheless, there seems to be a “circling of the wagons” mentality in many businesses. Now is the time to spend smartly and build groundwork to keep you going over the next few years. And one of the best ways to do that is by partnering with solid industry peers, people who have been in business for years and are in it for the long haul.

FMG has been in the magazine business since the 1930s and the company is still family-owned over 70 years later.

There’s no corporate takeover possible and no desire to let the business change hands; but there is a very strong commitment to helping to keep our industry strong. Key staffers and editors at FMG count their tenure here in years and decades — not

months. At the next SHOT show or NRA show, the people from FMG you see in the aisles are the same ones you’ve known for years — and can rely on. We’re here to do business. Let’s partner up and pool our resources.

Speaking of partnering, *Handgunner’s* staff of writers continues to keep *Handgunner* a reader favorite. Our articles, columns and features bring hundreds of reader letters to us every month telling us so. *Handgunner* readers shoot, reload, hunt, collect and have always shown a high level of interest in all things shooting. Take advantage of that — and help us get your message to them.



Make sure you check out Boker’s hot new lineup in the July/August *Handgunner* feature by Pat Covert.



From the Editor:

Roy Huntington

The Magazine Cops Read

I’m pleased to note circulation of *American COP* continues to grow, and the magazine continues to garner respect from the field. At SHOT we were bombarded by cops pounding us on our backs saying how much they loved the magazine. That makes it all worthwhile. But it also shows they actually read *American COP*, as opposed to it showing up and getting tossed.

“I like it since it’s not one of those ‘let’s look at neighborhood policing’ magazines,” one young cop from New Jersey told me. We stress articles offering solutions to the kinds of problems real cops encounter every day and they’ve let us know it’s what they want to read.

The May/June issue has a feature on something we all need to remember when off-duty — do you have a less-lethal option at hand? It’s easy to remember to stick that J-frame in your pocket, but what about the more-than-likely need you may have for something less than a gun? Mark Hanten, a lieutenant and former SWAT officer, talks about some options for off-duty, less-lethal solutions. There’s also more from the FBI on Internet crime, and how to help fight it. You might be surprised to learn exactly how



Kimber’s Pepper Blaster gives you two shots of less-lethal OC in a pocket-sized delivery system.

these cyber-criminals find their victims.

Have you ever been assigned on a stake-out, spending hours and even days watching, waiting? Our next issue tackles the special tools and techniques you need to know about before you climb into that van. And we’re proud to keep our newest regular feature going strong. Called “Good-2-Go” gear, it’s an ongoing lineup of tough tests of stuff that has officially passed our “This is good to go to the field” tests. Want to be included in future tests? Reach out to Editor@americancopmagazine.com, put Good 2 Go in the subject line, and we’ll get that ball rolling!



Taser’s new “consumer” TASER allows anyone TASER’s legendary performance — anytime.



View the latest issue now!
www.americancopmagazine.com

SPECIAL EDITIONS

From the Editor:

Sammy Reese

Make The Show Longer

SHOT 2009 has come and gone in the blink of an eye. As much as hate to say it, the show needs to be longer — please, no hate mail or sniper shots.

Hear me out for a second. Like everyone else I walked the length of the floor, I don’t know how many times, for appointments and meetings for four very long days, and I still didn’t get a chance to see everyone I needed to see. I was late for and missed my booth duty so many times, the FMG crew thought I was abducted.

If I didn't get to see you, hopefully I will be able to see you at NRA.

Speaking of the NRA. It's time to circle the wagons and get everyone who isn't a member signed up! Change is coming and everyone in our industry needs to be on the same page, so we can fight the change that will be detrimental to us all.

I recently signed myself and my son up as life members. When he shared the info to his class, his teacher asked him to tell his classmates what the NRA was. He looked up at me and whispered, "Dad, what's NRA mean again?" At six he might not remember what NRA stands for, but some day he will be thankful the NRA fought for his rights.

The Shooting Industry Masters is quickly approaching. If you are already signed up, great. If you aren't, call Elizabeth at (800) 537-3006. If you don't know what the Masters is all about, give us a call and we will convince you that you need to be there.

2009 is going to be a great year, I'm committed to making it even better than 2008. If there is anything I can do to help, please give me a shout. And I was just kidding about making SHOT longer. I may be a little crazy, but not that crazy.

GUNS®

From the Editor:

Jeff John

GUNS Goes Tactical

What better way to open a discussion in the June *GUNS Magazine* tactical issue than with a story about the new **Sig Sauer P250** in .45 ACP? And who better to wring out its performance than **Massad Ayoob**? Mas shoots a qualifying course with the pistol in addition to the normal rest shooting to test the practical accuracy of the new big-bore.

Dave Anderson tests a new precision rifle made by Dave Rooney of **Tactical Rifles**. The rifle is based on a **Remington 700** action with **Krieger** barrel and **McMillan** stock. Long range shooting is always easier with a high-quality rifle and scope. In this case, the scope is the **Leupold Mark 4 6.5-20x50mm LR/T MI**, giving Dave the flexibility for close as well as long-range shots and the power and clarity to see well across the considerable range of the cartridge.

Speaking of long-range shooting, **Jacob Gottfredson** discusses the problems encountered by long range shooters in part one of a two-part series on how to deliver first shot hits with precision at ranges beyond 600 yards. Part II, in the July issue, will deal with ways to develop technique and equipment capable of making such hits.

As a companion piece, **Jacob's Optics**



Jacob Bynum of Rifles Only practices at 1,200 yards with one of the Gottfredson's long-range rifles.

column deals with how to read the myriad ranging reticles in the marketplace today, whether they be the simple ones like the improved Mil-Dot in **Leupold's** scopes and the more simple ones balanced for rounds with similar trajectories such as the **Burris** or more complicated ones by **Pride/Fowler** for **Zeiss** or **T.D. Smith** for **Swarovski**.

Speaking of long-range shooting, John

SHOOTING INDUSTRY MAG From the Editor:

Russ Thurman

Succeeding In 2009

What will it take to succeed in 2009's harsh economic climatic and threats of anti-gun attacks?

"It is critically important to remember that the industry has been here before, survived and moved on to even greater sales and profits," says **Ray Oeltjen**, a *Shooting Industry* senior contributing editor and 30-plus veteran of the industry, in his commentary, "Succeeding In Tough Times."

The commentary, in *Shooting Industry's* February issue, examines how companies handled similar circumstances in the mid-'90s. Unfortunately, many of the companies made irreversible mistakes.

"Many businesses failed because of a lack of prudence and historical perspective," Oeltjen writes, indicating that some companies will face the same fate in 2009.

Those companies that exercise common sense and do what they do best will capture a much larger market share.

"However, those companies that exercise common sense and do what they do best, better than they ever have before, will capture a much larger market share and come out of the recession in a more commanding position than they were before it started," Oeltjen writes.

Oeltjen outlines what companies must

Barsness wrings out the **Remington VTR** with its unique triangular shaped barrel in the popular .204 Ruger. The rifle weighs in at 8-1/2 pounds, making for a good compromise in a "walking varmint rifle."

And finally, former Marine **Justin Carroll** sets out the parameters for a Bug-Out Bag listing everything from first aid to firearms necessary to survive a natural disaster.

do to succeed. His solid advice is based on extensive experience, first working in a gun shop, then in positions in distribution and as a senior executive in manufacturing.

To read Oeltjen's full commentary, see *Shooting Industry's* all-digital February edition. Sign onto www.shootingindustry.com and click on "Click to view the Feb. Digital Edition." Then click to read "Succeeding In Tough Times" on page 18.

While you're there, take the time to subscribe to the all-digital edition. You'll receive a short e-mail each month when the latest edition of the magazine is available.

Shooting Industry's sister magazine, *American COP*, is also available in an all-digital edition. Sign up for a free subscription at www.americancopmagazine.com.

We're very pleased by the reaction to the digital editions. They are incredible business-building tools for manufacturers, distributors and dealers. Based on reactions from the SHOT Show, we are preparing programs for a number of companies that will harness the significant features of these interactive editions.

Sports South Supports DU

Sports South LLC donated \$500,000 to **Ducks Unlimited's Rescue the Duck Factory** program aimed at conserving waterfowl habitats. Because of increased global demands for crops and biofuel, previously protected habitats are being converted back to farmland.

The **Rescue the Duck Factory** program centers on establishing easements that preserve these habitats.

"It is our hope that other leaders in the industry will become involved in this effort, as well," said **Skipper Dickson**, **Sports South** president, during the presentation at the SHOT Show.

inside this issue:

- Academy Extends Entry Deadline To March 2
- FMG Recruit 2,353 New NRA Members And Counting
- Succeeding In 2009
- GUNS Goes Tactical
- We'll Be Here

Published by:
 FMG Publications
 12345 World Trade Dr.
 San Diego, CA 92128
 (800) 537-3006 • FAX (858) 605-0247
 Email: info@fmgpublishations.com



Printed on recycled paper

PRESORTED
 FIRST-CLASS MAIL
U.S. POSTAGE
PAID
 SAN DIEGO CA
 PERMIT NO 960

BACK BLAST

& OTHER HOT GASES

It's Just My Hood Ornament

Elio Valera almost made it. He was just pulling up to a metal recycling center on Miami's Northwest Seventh Avenue when he was pulled over by a Miami PD cruiser. We're thinkin' the officer's curiosity was probably aroused by the 40-foot long aluminum highway light pole roped an' strapped to the roof of Valera's groaning minivan.

Yup, it was your standard Florida Department of Transportation light pole complete with horizontal light arm, mounts and brackets — everything except the light itself. Valera even had red rags tied to each end of the pole to warn other motorists of his too-long cargo.

Amazingly, Valera had driven several miles without hitting another vehi-

cle or sweeping pedestrians off their feet at street corners. He told police the light pole had just been lying there on the ground for a while, so finders keepers, right?

While officers were taking Valera's statement and waiting for Florida DOT to arrive and reclaim their hood ornament, they noticed another guy approaching the recycling center with something like a really huge, heavy coin under his arm. It was a manhole cover. They had another set of handcuffs for Joseph Montiz, 39, who may have found that manhole cover "just layin' around." Like maybe over a manhole, ya think?

Crime & Punishment

Sometimes justice is swift, very swift.

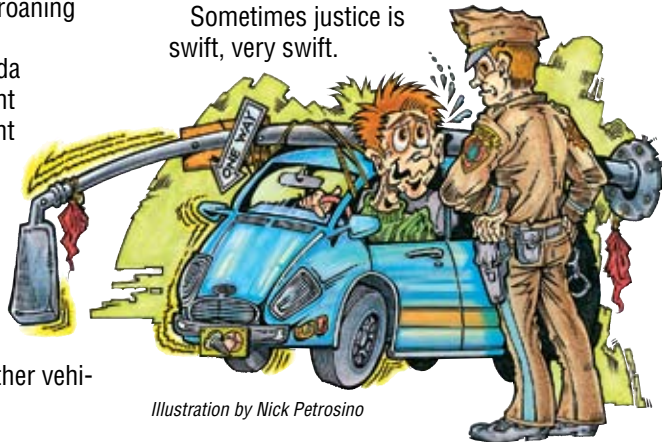


Illustration by Nick Petrosino

A dispatch from Belgrade chronicles the attempted bombing of a rival gang member that went wrong — or right, depending on which side you're on.

It seems a 23-year-old member of a Sabac-based criminal gang, who was wanted on armed robbery and murder charges in Serbia, slipped from the shadows one night, toting an explosive device. Spotting his victim, who had just parked his Mercedes ML and walked away, the bomber approached the target's Mercedes and placed the explosive device under the car, near the exhaust pipe.

A couple of things come into play here. One, most bombs made by said criminals are not very sophisticated, but rather crude and, let's say, sensitive to movement and heat.

Moments after Mr. Bomber placed the bomb, it boomed. Since the explosion occurred near a police headquarters, officials were on the scene quickly. They report the area was littered with a wide array of debris from the Mercedes and the bomber.

Mr. Bomber was rushed to an emergency center with severe head and arms trauma. He died the next morning.

Case closed.