



FMG-INSIDE

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NEWS

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

American Handgunner And GUNS Offer Extra Exposure At SHOT

Roxanne Smith



SHOT SHOW

Are your feet already aching with the anticipation of it all? Your days scheduled down to the millisecond? Yup, it must be nearing that time of year again — SHOT Show 2010.

“These are noteworthy editions since thousands of extra copies will be on display and put into the hands of literally thousands of industry insiders, dealers, distributors and others — many potential customers of yours.”

Accompanying the FMG staff to the show are our SHOT Show bonus issues with extra distribution — the March issue of

GUNS Magazine and the March/April issue of *American Handgunner*.

“Our special SHOT Show issues of *American Handgunner* and *GUNS* are in the works, and we’re very excited to showcase them at the show,” said Roy Huntington, publisher of FMG’s consumer publications and editor of *Handgunner*. “These are noteworthy editions since thousands of extra copies will be on display and put into the hands of literally thousands of industry insiders, dealers, distributors and others — many potential customers of yours. I’ve ramped up the editorial in *American Handgunner* and the Table of Contents is even thicker than usual, all in anticipation of those eager hands who rapidly deplete our display of magazines at our booth at SHOT.”

The March/April issue of *Handgunner* features the **Glock 22** on the cover, profiled by Massad Ayoob. On the knife front, Pat

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Shooting Industry: Dealers’ Guide To SHOT

The January 2010 issue of *Shooting Industry* — the second of our New Business Year issues — is packed full of vital information for SHOT Show attendees and will showcase the hottest new products for the upcoming year.

“*Shooting Industry’s* January SHOT Show issue provides an exhibitor’s guide, a preview of newly unveiled 2010 products, a guide to building SHOT Show business and a sneak peek at the convention floor layout. Everything you need to plan a successful show can be found in the January issue of *Shooting Industry*,” said Anita Carson, FMG’s advertising sales director.

The January issue will arrive to dealers before the show, allowing them plenty of time to plan which companies’ booths are on their shortlist. Additionally, the magazine will be in the hands of dealers who may not be able to make it to the show, but still need to be kept up to date on the latest and greatest new products for 2010.

Rounding out the issue is our Exhibitors’ Guide listing of manufacturers’ booth numbers, a pull-out floor map — especially helpful with the show’s new location — and last-minute information on seminars, education opportunities and special events not found anywhere else.

The ad closing date for *Shooting Industry’s* January issue is November 20th.



REP RAP

FMG insiders speak



Last Chance For SHOT Show Issues!

Steve Evatt American Handgunner

The bad news is that by the time you get this month's newsletter, you will have missed a couple of deadlines for FMG's SHOT Show issues.

The good news, though, is you still have time to make it into the March issue of *GUNS*, the March/April issue of *American Handgunner* and the January issue of *Shooting Industry* — all of which are SHOT Show bound and all of which close on November 20. Don't miss out on this opportunity to get increased distribution at no extra cost. For more information, give me a call at 1-800-533-7988.

You still have time to make it into the March issue of GUNS, the March/April issue of American Handgunner and the January issue of Shooting Industry — all of which are SHOT Show bound

If you've been thinking about getting some advertising going and just don't know where to begin, *call us!* We're an easy bunch to work with. We can help with everything from choosing which magazines might be right for your products, to which issues you might prefer to be in. We will help you form a plan that fits your budget.

Also, don't forget we also have a great way for you to test reader response that doesn't cost a dime. Our new product sections are a great way to keep our readers informed about your company, and for you to test reader response. To learn more about getting a new product release in any of our magazines, give me a call or drop me a line at steve@americanhandgunner.com.

'Til next time ...



Giving Thanks

Andrew Oram GUNS Magazine

With Turkey Day right around the corner, I thought it would be the perfect opportunity to reach out and give thanks to those involved in the shooting industry.

Despite the current economic gloom, the meltdown in the housing market and the still-rising nationwide unemployment, we as an industry have weathered the storm — and, in many cases, have come out for the better. We have many things to be thankful for, despite the stress.

If anything, it makes me refocus on the simple things that are important to me, namely my family and those who are close to me. All of us have been affected in one way or another. I can count on two hands how many of my friends and family members — my father included — have lost their jobs and have been forced to drastically change their lifestyles, plans for retirement or have been forced to move away in search of work.

Although present conditions seem dismal, we have seen time and time again that the American people are resilient, industrious and rise to the challenges laid out in front of us. We will move past this economic downturn and we will continue to thrive as we always have.

I'm thankful to be a part of this industry and express my sincere thanks to all of you for being affiliated with FMG and being a part of our success! Have a wonderful Thanksgiving with your family and thank you for being a part of ours!

Pre-Thanksgiving SHOT Deadline

Thanksgiving may be on the 26th, but the deadline for the SHOT Show issues is even sooner! Space reservation for the SHOT Show issue of *GUNS Magazine* is November 20. All of us at FMG will be at SHOT Show and all of our publications will be distributed.

Don't miss out on the free bonus advertising with each SHOT Show issue. Contact me at andrew@gunsmagazine.com or call 1-866-903-1199.

CLICK THROUGH THE LATEST ISSUE
gunsmagazine.com



Marine For Life Offers Assistance

Delano Amaguin FMG Publications

Life after the military can be tough for many war veterans who struggle to adjust post-combat. Earlier this year, the Labor Department reported an 11.2 percent jobless rate for Gulf War veterans over 18 years old — 4 percentage points higher than the previous year.

A new survey from CareerBuilder is offering some encouraging news, with 41 percent of employers reporting they have hired U.S. veterans or members of the National Guard in the last six months. One in five companies are actively recruiting veterans and members of the National Guard for open positions today.

Marine For Life provides assistance to Marines who leave active duty and return to civilian life. The program helps them find jobs, use their benefits, continue their education and get settled in the community. The Marine For Life network consists of Marines, Marine veterans, mentors, businesses, and civic and veterans' organizations that help Marines make a smooth and successful transition to the community.

Marine For Life's ultimate purpose is to ensure all honorably discharged Marines remain a part of the Marine Corps family and benefit from the Marine-friendly network of support.

"We're looking for employers interested in hiring Marines. They can post company information and multiple job openings for free on our Web site. They can also review resumes posted by Marines who are close to leaving the service," said Gunnery Sergeant Arias.

The program is active in 16 cities nationwide. Visit www.m4l.usmc.mil for more information.

We here at FMG Publications try to do our part by supporting veterans through various organizations like HAVA (Honored American Veterans Afield), an organization developed to raise awareness and further assist disabled veterans with their healing process through guided hunts, shooting events and other active outdoor sports.

Booking March/April COP

If *American COP Magazine* isn't in your budget, then you haven't read it. Rookies to retirees agree: This is one of the few L.E. magazines that tells it like it is.

We are currently working on the March/

April issue of *American COP*. The deadline to reserve space is December 29 with ad material due by January 4. For more information or to reserve your space in the March/April issue, please call me at 1-888-732-6461.



Let FMG Help You Increase Your Web Presence

Anita Carson Shooting Industry

We have come to realize that many of you have incorporated an online media budget into your overall advertising strategy. Increasing your online presence is savvy and makes for a more comprehensive and strategic advertising and marketing plan.

FMG has worked hard to provide a digital connection to virtually every segment of the firearms and shooting sports market. We now have an array of Web site and digital products available, which — even a few years ago — was hard to imagine.

Besides the Web site products such as leaderboards and banners, we have a selection of digital offerings I'd like to bring to your attention. Here are just a few of these digital opportunities:

- **Ad Video:** It is now possible to insert an actual video into your existing ad space in our digital editions. This can take even the most simple of ads and pack a punch.
- **News Ticker:** This is rolling text that runs on the bottom of every page of our online magazine. Trust me, readers won't be able to escape your message as it scrolls across every page.
- **New Product Video:** Excited to share your new product with the world? Here is an opportunity to actually demonstrate that product in a two-minute video showcased in a special section of each of our FMG digital editions.
- **Catalog Marketplace:** Online catalog hosting and print and digital catalog showcases are now available. Gone are the days when you had to ship and pay exorbitant prices to get your catalogs into the hands of the consumers.
- **E-blast Banners:** The large banners on our monthly e-blasts are now also available. Do you have a timely message you need to get out to the industry? This just might be your vehicle.

If you'd like to obtain more information about our complete list of digital products

and their rates, please call your advertising executive.

Also, don't forget the deadline for the January SHOT Show issue of *Shooting Industry* will roll around at the end of November. Please call me before November 20 to be a part of this important edition.



L.E. Exhibitors Delighted By SHOT Exposure

Denny Fallon American COP

What adjective adequately describes the eye-popping growth of the law enforcement segment of the SHOT Show?

"Explosive," declared Chris Dolnack, NSSF senior vice president.

"Amazing," observed Terry Naughton, the hard-charging vice president of sales and marketing for **BLACKHAWK!** Products Group.

"Phenomenal," cheered John Rassias, president of **Phalanx** "smart holsters."

"Wonderful," said Helena Galperin, president of **Smith & Warren** police badges.

"The law enforcement section has a rock star status at the SHOT Show now. The latest and greatest and coolest products are on display — all in this one area."

When the NSSF launched the law enforcement segment at the 2001 SHOT Show, it welcomed 41 charter exhibitors. Their displays covered a modest 7,600 of the total 486,200 square feet of space in the New Orleans Convention Center.

When the industry assembles in Las Vegas for the 2010 SHOT Show, the law enforcement segment will feature 454 companies occupying 177,000 of the 692,000 square feet of space at the Sands Convention Expo.

"We were hopeful back in 2001 that the law enforcement category would be successful," Dolnack said. "But who could have predicted the growth and impact it has achieved? We're gratified and so are the exhibitors."

The expansion of the SHOT Show's law enforcement segment mirrors that of **BLACKHAWK!**'s public safety and military product line.

"In 2001 we had one 40' x 60' booth in law enforcement," Terry Naughton recalled. "For the 2010 show we will have two booths, one 40' x 40' and the other 40' x 80'. Our law enforcement line has more than doubled in size, and nearly every visitor to our booth is a potential customer."

The law enforcement segment has become a "show within a show," in Helena Galperin's view.

"We're really proud to have been one of the pioneering 41 companies," Helena said. "Our company was founded in 1925, but our brand name and reputation for excellence was primarily known regionally. As a New York company, we didn't have the recognition nationally that we wanted. The SHOT Show offered us the opportunity to meet potential dealers from every part of the country. The law enforcement section has been a blessing for us."

Phalanx Corp. produces holsters designed to maximize weapon retention and safety by the police officer, while still proving speed in drawing the sidearm.

"Our products have to be properly demonstrated in person," said Rassias, a former Marine Corps officer whose zeal and enthusiasm for his holster designs are boundless.

"When the SHOT Show offered us our own stage, so to speak," Rassias said, "we were given the opportunity to influence the buying decisions of dealers who catered directly to the needs of the law enforcement community."

It is this sense of community and like-mindedness that appeals to the exhibitor.

"We look like geniuses now," Galperin chirped. "But we were a pretty ragtag little group back in 2001. We looked at each other and wondered if the SHOT Show dealers had enough law enforcement customers to make the section attractive. Well, now the votes are in, and it's a huge winner for all of us."

Naughton and his colleagues at **BLACKHAWK!** are not shy about enjoying the spotlight.

"The law enforcement section has a rock star status at the SHOT Show now," Naughton said. "The latest and greatest and coolest products are on display — all in this one area. We love it."

Look To March/April COP

The March/April edition of *American COP* Magazine closes advertising space reservations on December 29. To reserve your advertising space, or for more information on *American COP* Magazine, contact Denny Fallon at 1-800-426-4470 or denny@americancopmagazine.com.

(Continued on page 6)



inside industry news

AMERICAN HANDGUNNER®

From the Editor:

Roy Huntington

Hot SHOT Stuff

Glock, that icon of the polymer pistol revolution, will be the cover showcase pistol for *Handgunner's* SHOT Show issue. Massad Ayoob takes a look at the Glock 22, and how the entire line basically forced almost every other maker to come up with a polymer-based design. Even **Ruger** got into the fray recently with their new LCR polymer revolver!

Virtually all shooters enjoy knives and most have at least a modest collection of folders and fixed blades. And that's exactly why *Handgunner* (and all of FMG's publications) make it a point — sorry, I had to say it — to cover what's hot in knives of all sorts. In the March/April issue, our knife guru, Pat Covert, brings us up to speed on a new face in the biz: **Spartan Blades**. These elegant designs feature compelling lines and some innovative design ideas. Our congratulations to the team at Spartan Blades for bringing their dream to the market!

What's hot in ammo is always of interest and our SHOT issue tackles it thoroughly. John Connor uses his inimitable style to deliver updates on some classic loads and some cutting-edge new designs. We've included all the usual suspects and a few surprises, too. *Handgunner* readers have shown us they are very concerned with concealed carry issues, especially selecting the right ammo for personal defense. We give them honest, straightforward information, and balanced interpretations of what we learn.

With the Obama-based run on ammo and everything gun related slowing, powder, bullets and primers are actually beginning



to appear on shelves. I just bought 1,000 each of small pistol and large rifle primers at Southtown Sporting Goods where I live in Joplin, Mo. They had just received them and there they were, sitting on the counter, along with about 10,000 more begging to be sold. So timing is perfect for Dave Anderson's look at the reloading market. From old standbys to new offerings, Dave gives you the scoop.

If you'd like to get your products or services into the hands of one of our staff writers, drop me a line at editor@americanhandgunner.com and we'll make it happen.



From the Editor:

Suzi Huntington

Woof! Partnering With A Canine

Figuring out the tools of the trade for the average street cop can sometimes be a little daunting. What holster works best? Are my boots helping or hurting my feet? How many flashlights should I have? Take that up a few notches when you now have a hairy, slobbering beast — uh, I mean, *canine partner* — thrown into the mix.

Where do I put my door popper on my belt? What about the leash and muzzle? How do I manage my gun, flashlight and dog all at the same time? What's that awful smell in here? We'll answer those and other conundrums in the January/February 2010 issue of *American COP* in "Kitting Up For K-9." Pete Stevens gives sage and often humorous advice on what he's learned works best in his fur-filled world as a K-9 officer.

Speaking of juggling flashlights, we'll have a brief history of night vision (NV) equipment, from its humble beginnings just before WWII, to where it is today. We're highlighting the newest technology, and how NV units of today are much lighter and allow cops to see in no light conditions. Some of the newest NV provide such fine resolution that facial recognition is possible up to 25 meters — pretty cool, if you ask me.

The stress level for today's midlevel supervisor is probably at an all-time high. Sergeants are the last filters from the crud that sometimes trickles down from administration. It's their unfortunate job to ensure the message, be it good or bad, is relayed to and implemented by the troops. They seem to "get it" from all sides, but they're the ones who chose to go for that promotion.

All's not lost though — in John Morrison's "Street Level" column, he offers smart advice to help sergeants build their own morale and keep from burning out.



Photo by: Roy Huntington

SPECIAL EDITIONS

From the Editor:

Sammy Reese

"Special" In Their Own Way

All of the Special Editions are "special" in their own way. *The Personal Defense* (PD) Special Edition is just a bit "more special." Mostly, because I watched it grow from a concept to one of the most successful publications I produce here at FMG.

I would like to think it's all me, but I know better. The content is directed at the average Joe. Not the guys who stand in the door at 30,000 feet. (Although a few of my buddies who still do that have told me they really like the everyday approach we have taken with the PD Special.)

The PD wouldn't be what it is without the writers. Everyone who contributes is excited about getting real-world, practical information to our readers. I may put the book together, but it's the writers who make it what it is.

Continuing with the common sense approach, the upcoming PD has some really great content. Here are a few examples of articles you will see in the next *Personal Defense* Special Edition:

- What firefighters want you to know before they show up at your house.
- Are you prepared for a home invasion scenario at your home?
- Roy Huntington, publisher and editor of *American Handgunner*, takes us through the battery of guns and tools he uses to tame his 20 acres.
- Carry options for the armed citizen.
- Less-lethal tools.
- Blade Geometry 101— How to choose the right knife for your needs.

If you have an idea for showcasing a product for *Personal Defense* or any of the other Special Editions, please drop Scott or me a note. My e-mail is sammyreese308@yahoo.com.

Shooting Industry Masters

The Shooting Industry Masters is just around the corner.

“How can that be?” I bet you’re asking. After all, we were just on the range in Hartford a few months ago. Well, the Masters team here at FMG is already working on next year’s event and you should be, as well. Block out the dates — July 23-24, 2010 — and get your teams assigned.

This year’s event will be bigger and better than last year. Don’t end up being the guys who are saying, “We are bummed out because we missed it.” And no, I don’t have the course of fire yet, but I can’t wait to see you all there.

GUNS®

Jeff John

From the Editor:

FN SCAR At GUNS

March is our SHOT Show issue, and leading the charge is FN’s new SCAR 5.56x45mm NATO-chambered rifle. The rifle, finished in flat earth, is a gas-operated rifle with short stroke piston and folding stock. Writer Dave Douglas tested the rifle with an **EOTech** Hologight with 3X magnifier mounted to the integral Picatinny rail for testing with **Black Hills**, **Federal** and **Hornady TAP** ammunition.

Taking us back, John Taffin reviews the 50-year history of the Ruger Super Blackhawk .44 Magnum, including the 50th



Photo by: Dave Douglas

FN SCAR 5.56 x 45 mm

Anniversary Model. John was one of the first buyers of the Super Blackhawk and has been shooting them ever since. John shoots the new 50th Anniversary Super Blackhawk with handloads featuring **Speer** jacketed bullets and cast bullets from **Lyman**, **RCBS** and **NEI Handtools** powered by **Alliant** and **Hodgdon** powders.

Your humble correspondent takes another completely different tack and shoots a 50-caliber Kentucky flintlock pistol built from a kit by **Jim Chambers Flintlocks, Ltd.** The kit, sporting a 12-1/2" swamped barrel by **W.E. Rayl**, delivered outstanding 25-yard groups with Hornady roundballs and **Buffalo Bore Ball-ets** over **Swiss** FFFg black powder. Tools for building and finishing the kit were acquired from **Brownells** based on suggestions by the firm’s tech staff.

Jumping back to modernity, Dave Anderson tests the Glock 22 RTF in .40 S&W mounted with the new **Laserlyte** Glock rear sight. The RTF features new slide grooves and a finely textured polymer frame. The front of the pistol has an integral accessory rail. The Laserlyte is one of the most — if not *the* most — compact laser sighting systems now available. The unit replaces the rear sight, doubles as an iron sight and isn’t much bigger.

Also in the handgun theme, Massad Ayoob discusses ammo performance from short-barreled pistols and revolvers testing ammo from **CorBon**, **Federal**, **Remington** and **Winchester**.

SHOOTING INDUSTRY®

M A G

From the Editor:

Russ Thurman

Jumpstart Your 2010 Business

At FMG Publications, we’ve set the goal of a record-setting business year for 2010. We hope you’ve done the same. To help build better business for 2010, we’re well into the construction of our mega December and January issues of *Shooting Industry*.

We’re showcasing hundreds of 2010 new products in the two editions, which will be to dealers before the 2010 SHOT Show. Just as important, the issues will be in the hands of thousands of dealers throughout the country who may not attend the SHOT Show, but who are looking for the newest products to boost their sales.

As an added bonus, dealers will have access to the December and January new product showcases in our all-digital editions of *Shooting Industry*. The issues provide in-depth information on SHOT Show 2010, including schedules, special events and contact information. The January issue will feature the invaluable SHOT Show floor map and exhibitor’s list.

While we call the December and January issues our SHOT Show editions, they’re much more than a publication devoted to the annual mega show. The editions are packed with information to help launch the new business year for everyone in the industry.

Want to get your own copy of *Shooting Industry* every month? That’s easy: Subscribe to our all-digital edition. Visit www.shootingindustry.com and click on the link: “FREE: Sign Up For Digital Subscription.”

Leupold Keeps Promise

When **Leupold & Stevens** purchased the **Redfield** brand in 2008, the company promised to treat the historical optic name with respect.

“As we carefully consider how to proceed, we will be very cognizant of Redfield’s historical significance and the position it fills in the hearts of millions of dedi-



(Continued on page 7)

Covert takes a look at **Spartan Blades** — a newcomer to the market, manufacturing tactical and field knives. John Connor updates readers on ammo, plus much more.

FMG has been at every SHOT Show — celebrating the show's 32nd anniversary this year — and *Handgunner* and *GUNS Magazine* have been with us every step of the way.

"Since 1955, *GUNS* has led the way in the shooting industry, and is *the* icon when it comes to gun magazines," said Jeff John, editor of *GUNS*. "Today's *GUNS* is more comprehensive and fact-filled than ever before, and our SHOT Show issue is crammed with even more to enjoy. At SHOT, there are usually hundreds who come by to thank us and offer stories of

how they remember reading *GUNS* when they were just beginning to shoot. We've been there since the beginning and we'll be here next year and the year after."

The cover story of *GUNS'* March issue focuses on **FN's** new SCAR 5.56x45mm NATO-chambered rifle. Then, John Taffin takes readers back, reviewing the 50-year history of the **Ruger** Super Blackhawk .44 Magnum. The **Glock** 22 RTF in .40 S&W is also tested, along with a 50-caliber Kentucky flintlock pistol built from a kit — and that's just the tip of the iceberg.

The ad closing date for the March/April issue of *Handgunner* and the March issue of *GUNS* is November 20th — two magazines, one date — easy to remember.

"With a potential 35,000 extra pairs of eyes seeing your ad, the increased distribu-

tion at the SHOT Show makes the March/April issue of *American Handgunner* a great deal!" said Steve Evatt, *Handgunner's* advertising sales manager.

"Certainly, the SHOT Show is one of the most important yearly events in the shooting industry — if not *the* most — and the SHOT Show issue of *GUNS* is arguably the cornerstone of a successful marketing plan. Bonus circulation at the event makes for a unique opportunity to reach both industry and consumer. These issues should be at the top of the list for any advertiser!" said Andrew Oram, advertising sales manager of *GUNS*.

And don't forget — along with bonus show distribution, these issues get bonus digital distribution online as interactive editions.



See Your Products In Personal Defense

Scott McGregor Special Editions

As I'm typing this, I can see the snow falling outside my window. What happened to summer and fall? I can't believe it's already getting into the holiday season. We've been working on 2010 advertising schedules and we'll go to the NASGW show the first week of November. All of this means we're gearing up for the holidays and then the 2010 SHOT Show!

Last weekend it was 80 degrees in Las Vegas at the 2009 USPSA Multi-Gun Nationals. It was my first time at the Multi-Gun Nationals and I have to say, it went well. I didn't set the match on fire, but all

of my gear worked and I learned a great deal about what it means to compete at the highest levels. There had been some issues in my last couple of matches, which is why I still like to call competition a "continual learning process." Thanks to Team FMG for facilitating my learning.

I also have to say thanks to **Greg Morando** for the **GTUL** he sent me to clean out mags after they had fallen in the dust and sand — there was plenty of it! I know it was designed with Glock mags in mind, but the brush worked great on my AR and pistol mags. It should be a regular product in the gun care section of any gun store since the most common cause of firearms malfunctions is the magazine.

At the FMG Special Editions we've just closed the 2010 *GUNS Combat* Special Edition. *Combat* will hit the newsstands

on December 8 — look for it.

This brings us to our next issue, the 2010 *American Handgunner Personal Defense* Special Edition. The *Personal Defense* issue has been the most popular Special Edition for the last couple of years, selling 60,000 copies on the newsstand alone. If you've got a product folks could use for personal safety/defense, you need to run it in the 2010 *American Handgunner Personal Defense* Special. Firearms, ammunition, safety equipment, holsters, belts, lights, knives, less-lethal options, clothing, concealed-carry equipment and preparedness items all have a place in this issue!

We're also running the Web Site Showcase for \$175! You can't beat that. Please be sure to contact me with any questions regarding how your product would fit in the issue at 1-800-553-7780 or scott@gunsmagazine.com.

It's Time To Enter Your Team

The Shooting Industry Masters is much more than a three-gun shooting match. In fact, it doesn't even matter how well you shoot.

The two-day match offers you a chance to get to know other big shots in the industry, form business alliances, build team bonds and most importantly, support the NSSF's First Shots program, which introduces new people to the shooting sports.

Here's the best part — you'll have fun shooting. The combination of pistol, rifle and shotgun events are beginner friendly and shooting-pro challenging.

Your shooting scores? Only you and your team will know. We don't publish scores so you can brag all you want.

So clear your calendar for the weekend of July 23-24 and make plans to attend the Eighth Annual Shooting Industry Masters.



Everybody is helping everybody become better shooters and even talking about marketing ideas.

Ken Pfau, FNH USA

2010 Business *(Continued from page 5)*

cated American sportsmen,” said **Tom Fruechtel**, president and CEO.

With the recent unveiling of the new Redfield line, Leupold has kept that promise — and then some. The new Revolution riflescopes, built at Leupold’s plant in Oregon, are impressive, with features and quality that outdistance the MSRP of around \$130.

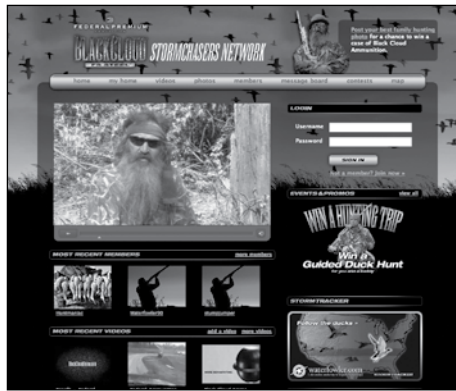
Joining the Revolution riflescopes in the Redfield line are imported Rebel and Renegade binoculars, Rampage spotting scopes and Raider rangefinders, all designed, built and tested according to the company’s specifications.

First impressions carry significant weight in the marketplace and with the unveiling of the new Redfield line, Leupold is making a hot-selling impression.

Call For Academy Entries

Mark your calendars: Feb. 19, 2010, is the deadline to submit your entries for the 2010 Shooting Industry Academy of Excellence awards. The academy will present awards in 14 categories.

Visit www.shootingindustry.com for more information.



Creating Stormchasers

Federal Premium Black Cloud has created a social media Web site: the Stormchasers Network — evidence of a growing trend in the industry to engage consumers through interactive Web sites.

“We’re excited to host an online community space where waterfowl hunters can interact,” said **Rick Stoeckel**, ammunition brand manager for Black Cloud. “Our new social media site is a great place to go, whether you’re looking for tips, funny videos or want to create a little friendly competition with your buddies. With so many contests and a waterfowl tracking map, there’s an interactive element for everyone.”

Visit www.blackcloudammo.com.

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Reserve your space in the January issue of *Shooting Industry*.

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Contact: Anita Carson
(866) 972-4545
anita@shootingindustry.com

Or: Delano Amaguin
(888) 732-6461
delano@shootingindustry.com

Back Blast *(Continued from back cover)*

took a bad bounce.

Maser, 54, has been re-creating ordnance from long-past wars for many years. His latest masterpiece is a 19th-century cannon that fires a 2" cannonball. The first experimental blast from his new boomer ricocheted, blowin' through a window and a wall of a neighbor's home about 400 yards away, finally coming to a raucous, rattling rest in a closet. Thankfully, no one was hurt, although we're guessing there might have been some frantic moments while residents waited to learn if it was an explosive round or not. Nope, it was a "solid."

Maser has been charged with reckless endangerment, disorderly conduct and criminal mischief, but the first and third charges may be dropped due to lack of ill intent on William's part. He has promised not to fire cannons from his yard anymore.

Music To Teens' Ears

File this one under "No Big Surprise," okay? Shopping mall managers in Christchurch, New Zealand, and Rockdale, Australia, have just discovered something lots of us have known for years.

Wanta get rid of noisy, littering, loitering

teenagers? Play Barry Manilow's greatest hits! They'll flee like it's the plague, offers of employment or something else equally horrifying.

Yep, plagued themselves by hordes of "bored, nothing-to-do teenagers," the shop owners installed speakers in the prime gathering areas and began electronic warfare, pummeling the punks with Manilow's croonin' tunes. It worked, and the Great Unwashed moved along briskly.

News accounts said "Manilow — The Ultimate Weapon" did what the police could not: put an end to graffiti, drunken, doped-up behavior and abuse of innocent shoppers. In other places, we've noted similar success stories resulting from loop-tape broadcasting of Barbra Streisand concerts and the buzzing of mosquitoes, the latter set at a pitch most adults can't hear, but teenagers pick up clearly. The effects are virtually identical.

Given the choice, we think most American kids would opt for beatings with nightsticks or a little Taser treatment.

New Warning Needed

If you were anywhere in the vicinity of New City, N.Y. — about 30 miles from midtown Manhattan — on Friday, September

18th, we'd like to know how high you jumped, where you came down and what your thoughts were during the five seconds after the loudspeakers blared EMERGENCY! EMERGENCY! EMERGENCY!

Everyone in the area knows about their neighbor — the Indian Point Nuclear Facility — and knows what all those loudspeakers bloomin' like giant weeds are for. Does the word "meltdown" ring any bells for ya?

Yeah, it was accidental. An electrical malfunction in the automatic warning circuitry, explained Indian Point spokesman, Jerry Nappi. He said the warning "shouldn't have happened," to which we would add the postscript, "Well, duh."

One resident working in an auto shop when the alarm sounded said the loud, strident synthesized voice "had an unsettling, post-apocalyptic overtone to it."

We'll bet that ain't all he said, and we're wondering if Indian Point is gonna be pickin' up some laundry bills.

If you live close to a nuclear plant, you might want to contact them and suggest a better warning. Perhaps using a smooth, controlled, calm voice saying something like, "Hey, know any good prayers? You might want to say 'em in the next couple seconds, before your bones glow like the filament in a light bulb."

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BACK BLAST

& OTHER HOT GASES

Hmm, Should We Shoot, Salute Or Recruit?

None of these cops are ex-farm boys, we think. Because just about any farm boy who learned how to drive on the family's tractor would have known that in low-speed bumpin'-and-pullin' matches, tractors will win over little sedans every time, and tractor tires are *thick* — like, too thick to puncture easily with short spikes.

The saga began in a German night-club when a 23-year-old guy's girlfriend announced that henceforth, he could refer to her as his EX-girlfriend, *danke schoen*. Then she left. With the car. *Her* car, true, but the lad then had no way to get home — no car, and also, no driver's license.

A little bit lubricated and somewhat distressed, naturally, he left the club, found a tractor, mounted up and chugged away, sorta sideswiping some cars in the process.

That's when the *polizei* entered the picture.

This epic failure-to-yield pursuit reached speeds of almost 12 BLINDING MILES PER HOUR as it raged down quiet streets, country lanes and over a few yards and meadows. Officers rather quickly learned they couldn't plant their comparatively foil-weight, teensy cars into the tractor's side and nudge it off the road. Bad things happened to the losers. Officers also tried running or driving alongside the tractor and spritzin' the driver with pepper spray. All they succeeded in doing was causing him to flinch and turn his head — and the wheel — once again causing bad things to hap-

pen to the putative Good Guys. And, more cars got sideswiped.

The next tactic tried by the Teutons was layin' out some spike strips on the road. Oh, *Ja!* they thought, "This'll vurk!" But no; they learned tractor tires are far thicker than your average Benz tires.

After 40 minutes of rather embarrassing failure, der kops busted out the big guns and shot out those tires, which still took a long time to slowly pfizzle down to the last pfftt, during which time our tractor-racer rammed another police car and collided with another civilian car, which then penned him in.

The news blurb didn't say if the officers wanted to shoot him, salute him or recruit him. Sounds like a tenacious guy to me.

Not Exactly A Kid With A Daisy

William Maser ain't 10 years old, and his backyard range isn't a pop can on a tree stump, but until a balmy September evening, his neighbors in Georges Township, south of Pittsburgh, sorta looked at him that way. Then one of his "big-boy BBs"

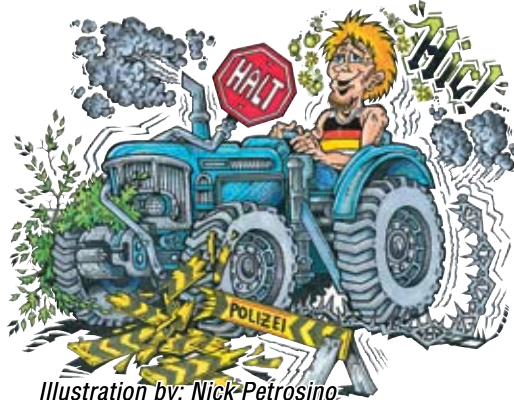


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