



FMG-INSIDE

VOLUME 18 • NUMBER 12 DECEMBER 2008

NEWS

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

Academy of Excellence Seeks 2009 Entries

The Shooting Industry Academy of Excellence is accepting entries for its 2009 awards. 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.

"Because of significant advancements in technology across numerous product lines, it's time that these products be placed in categories that reflect what they do, rather than their specific features," said Randy Moldé, Academy director. "By adding the Hunting and Self-Defense awards, the Academy can better honor products that reflect important segments of the marketplace."

Entries for the 2009 awards must reach the academy's office no later than Feb. 16, 2009. 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.

Entries may be delivered to the FMG Publications SHOT Show booth (6853), e-mailed to: siae09@shootingindustry.com or sent to: SIAE 09, 12345 World Trade Dr., San Diego, CA 92128.

SEASON'S GREETINGS!

Wishing You Warmest Holiday Wishes
And A Successful New Year.

AMERICAN HANDGUNNER | COP | FMG PUBLICATIONS | GUNS | SHOOTING INDUSTRY

2009 AWARDS

ENTRY DEADLINE:
February 16

SHOOTING INDUSTRY
ACADEMY OF EXCELLENCE

REP RAP

FMG insiders speak

Steve

American Handgunner



EVATT

Refuse To Participate In The Recession

As the 2008 calendar year draws to a close, it's hard to believe that we've started work on the third issue of 2009, the May/June issue of *American Handgunner*. This one closes right after SHOT Show on January 29 and will hit the stands in mid-March.

Since SHOT is such a madhouse, please consider getting your space reservation in early. Then it will be one less thing to worry about at the "hectic" time.

If you have cut or eliminated your advertising budget because of the economy you're potentially making a big mistake. Doesn't it make sense to stand out in a magazine with biggest, brightest ad in the book while your competitors quake with fear about the future? A bold ad speaks of confidence and high quality while the competition complains of bad luck and poor prospects. Be proactive. Refuse to participate in the recession and beat your competition with outstanding ads in *American Handgunner*. Please feel free to give me a call at (800) 533-7988 or drop me a line at steve@americanhandgunner.com. Let us help you stand out in front of our readers.

The May/June is a Catalog Showcase issue and is perfect timing to show off those catalogs you worked so hard on in time for SHOT. A Catalog Showcase ad is probably one of the best ad buys in the business. Call me for more information.

Some of the feature stories in the May/June will include: The Duke's take

on our cover gun, a **Smith & Wesson Pro-Series Subcompact 1911** from the Performance Center; then there's the Ayoob Files and the Killing of Ike Clanton; Pat Covert reviews **Bram Knives** and Venturino shows us how to buy a machine gun. I think part of it has to do with wearing a goofy helmet and a loud Hawaiian shirt.

Don't forget that our Catalog Showcase issues tend to be our best sellers on the newsstands, so don't miss out on this one. Never having been a "P.C." kind of guy, I wish you a very Merry Christmas and Happy New Year. 'Til next time...

Jeff

GUNS Magazine



MOREY

Seeing Bright Lights On Other Side Of Dark Clouds

I write this just previous to Thanksgiving 2009. The nation sits under a dark economic cloud. Wall Street regulars seem dumbstruck by the ongoing economic tumble. Their eyes are wide with shock and grim with apprehension. Does anyone really feel like giving thanks for 2009? Well, I do.

Economics is important, and sometimes it seems the real meaning of the holiday season is to give an extra kick in the seat to retail sales. It is especially easy to become cynical when we develop tunnel vision. Economics is important but it definitely isn't everything. Health is also important. And, wealth can't buy a sense of belonging. For that we need a family and real friends. So, what's the big deal? Family and friends have always been at the real center of the holiday season. That's what we really celebrate. Perhaps we can't afford expensive champagne but the toast is always about what's best in life, and that means family and friends. Here is wishing you and yours all the very best in holiday cheer.

While the economy does cause concern, another concern is the amount of time taken up by the holidays. There is shopping and eating and wrapping gifts and eating and cooking and eating.

The business calendar is substantially shorter for December than any other month. So, don't fail to keep prospective customers informed about what is new. Remember to send press releases to me for a "New Product" announcement.

The April issue of *GUNS Magazine* focuses on Ammunition. This issue includes the newest offerings in handgun, shotgun and rifle ammo. And remember, even though the cover date says April, this issue hits the streets in mid-February. It is still a great issue to present new year buying ideas. The space reservation deadline is December 30.

Contact me at: (800) 426-4470, Fax: (858) 605-0217 or by E-Mail: jeffm@gunsmagazine.com.

Delano

American COP



AMAGUIN

New Products Will Give Cops A Great New Year

The International Association Chiefs of Police (IACP) conference was held here in sunny San Diego. The best part of the show for me was that there was no travelling involved. Lt. Mark Hanten, columnist for *American COP*, was the point man for the conference. If you enjoyed the IACP conference or IACP's Chiefs Night then you can thank Mark.

Here are some of the exciting offerings that we found at IACP:

The new **QuiqLite Pro Dual LED** is a hands-free concealed light source that clips right into a uniform shirt pocket. QuiqLite Pro's Dual LEDs easily overcome poor lighting conditions for reading and writing. The dual adjustment rotating light arm adjusts to the perfect lighting angle. QuiqLite Pro is now equipped with a new safety strobe providing 50+ hours of continual light.

RAM Mounting Systems released a new Tough-Box Console. Constructed of high strength composite, steel and aluminum materials, these consoles are up to 30 percent lighter than other manufacturers' consoles. The molded console design sets a new industry standard and offers no sharp edges

or corners to provide occupant safety and a clean appearance. Keeping in mind ease of use and installation, RAM integrates a patented Twist Out feature allowing quick access to radios or switches for change-outs or repairs.

5.11 Tactical introduced the new Light for Life flashlight. It recharges in 90 seconds, uses environmentally friendly ultracapacitors rather than batteries, and is rated for 50,000 charge cycles with virtually no degradation. The \$169 Light for Life produces 270 lumens of peak output, 90 lumens in standard mode and has a 90-minute runtime.



We are already working on our March/April issue of *American COP*. It's guaranteed to be another hard-hitting, tell-it-like-it-is issue. As always, this issue will include officer safety, training and the extensive guns and gear reviews you've come to expect from *American COP*. The March/April issue will feature the Web site showcase section with a December 23 space reservation deadline.

Contact me now to reserve your space in the March/April issue or if you want to schedule a meeting at SHOT Show in Orlando. Please call me at (888) 732-6461.



Look Here For 2009 Business Boosters

Like many of you, we here at FMG are looking for all the ways we can improve business in the upcoming year.

Despite the healthy gun and ammunition sales that would have you believe we're preparing for an impending invasion, we realize that there are many ways to improve the sales of non-lethal weapons, accessories, leather goods, optics, etc. You can therefore look to *Shooting Industry* to assist the nationwide dealers in stocking all the right products in 2009.

Our 2009 editorial calendar will outline important topics such as Increasing Sales & Service, How To Sell Everything For The Hunter, The Firearms Industry Today, Tips for Internet Sales and Expanding The Self-

Defense Market. Though you should already be in receipt of your new editorial calendar, please don't hesitate to contact me if you need me to e-mail you this important sales tool.

Shooting Industry's SHOT Show issue will be at the printers by the time you read this but keep your eyes open for the best show edition published in the industry. It should reach your mail box in early January and will help you prepare for the Orlando show prior to your departure. It will feature the exhibit hall map, exhibitors directory, a "Must See" exhibit list as well as an expanded showcase of the new products that will be launched during SHOT Show. This is the issue that dealers keep all year-round for product info and the year-end business reports.

February Focus: The Self Defense Market and How to Expand Law Enforcement Sales

The February edition of *Shooting Industry* will feature an NASGW Show Review as well as an insightful look at the Self-Defense market and how to expand Law Enforcement Sales. Don't miss the December 29 deadline.

Have a happy Holiday Season!

New Business STARTS HERE:
Discover *Shooting Industry* DIGITAL EDITIONS at www.shootingindustry.com.



Think Personal Defense To Enjoy Holidays Longer

Now that everyone seems to be recovering from their tryptophan-induced Thanksgiving nap, it has become apparent that December is here! Even if I haven't caught the holiday spirit yet, my kids have! My wife even talked me into some very specific shopping on Black Friday. I was in denial that I had actually gone, so the Black Friday shopping trip was followed by an

immediate trip to the range the moment we arrived home. I had some friends from the Portland area who wanted to shoot. It's always a good day when you can help newer shooters have a positive and fun trip to the range.

Sammy and I are working on the 2009 *American Handgunner Personal Defense* Special Edition. The 2008 Personal Defense issue has been very successful. I use it all the time when I get questions from friends who want to know more about concealed carry. Many people are concerned about their safety and the safety of their families. Just this morning the local headline for Salt Lake read, "Armed robbers stormed a Salt Lake City home overnight and terrorized five people inside. Three men carrying guns forced their way into the home just after midnight."

Does this happen where you live? It seems to be happening more and more every day.

There are many questions and top-

ics addressed in the 2009 *Personal Defense* Special Edition including first aid, defense of knife attacks, family protection, personal awareness, concealed carry and less lethal options.

Readers will also find:

- *.327 Federal: Self-defense cartridge*
- *What size 1911 should you carry?*
- *Common sense concealed carry*
- *Car guns: Options for vehicle defense*
- *Improvised weapons for self-defense*
- *Self-defense shotgun for seniors*
- *How to: load pistols and revolvers*
- *Personal tactics*
- *Less lethal self-defense tools*

Do you have products that are used in or related to personal defense? If so, give me a call. We can figure out the best way to make sure that product and your company name is seen by the roughly 45,000 people who are looking to learn more about their own personal defense plan.

Call me at (800) 553-7780 to reserve your space by December 17.

Roy Huntington

Experts

The slightly stunned look on Mike Venturino's face is there for a good reason. Mike — or as we like to call him, Duke (named after his favorite pack horse when he was a cowboy in Yellowstone Park in his teens) — had just niftily won a portion of a very difficult match. The trophy Duke's holding means he just won "The Arizona State Championship For NRA Scoped, Black Powder Cartridge Rifle (BPCR) Silhouette." The match was held in Phoenix, in November, and he had driven all the way there from Montana to compete. Duke told me, "The wind was simply terrible, Roy, and that might explain why the first three places were won by shooters from Montana. Lord the wind blows at home, so I think we were more familiar with how to cope with it!"

So, congratulations to Duke — and an important lesson for all of us. FMG's writers actually do what they write about. When Duke writes an article for *Handgunner* about black powder shooting, he goes outside on his ranch in Montana and shoots, and then writes



Mike Venturino with another trophy to add to his collection.

about what he's learned. Ditto for John Taffin (an accomplished competitor and shooter), Dave Anderson (holder of many match wins over the years), Mas Ayoub (a long-respected competitor), J.D. Jones (who has hunted the world over with handguns), Alex Hamilton (whose Pistolsmithing column is so well-read because he is a pistolsmith with a thriving business), Clint Smith (can you say teaching for 30 years!) — and the list goes on. Heck, even the whip-wielding editor himself was a cop for 20 years and has competed and hunted his entire life. It all adds up to real experience doing the real things we all enjoy. There's no guessing or regurgitating catalog copy here, just first-person reporting of what we find out.

Between us, we can often manage to get to the bottom of things, and at times we actually have a lot of fun doing it — and so do our readers. Join the party at *Handgunner* and help Duke, John, Dave, Clint, and all the rest of the gang spread the good word about what's new and what's just plain fun in our industry. Make sure you're included. Drop me a note to editor@americanhandgunner.com to join the fun.



Roy Huntington

The Tools

When we attend trade shows or training events, there's usually a steady stream of cops who come up to us and shake our hands and pound our backs and say things like: "I've waited ten years for a magazine like *American COP*." One of my favorites was a young SWAT cop from San Antonio who said, "I'm sick and tired of those whistle and radio magazines we've had to put up with."

But the core idea, the single most-often heard comment, is usually something like: "It's great to have one managed by actual cops who understand what we do — and why we do it." Which cuts to the core of what *American COP* is. Do we compromise at times and ignore potential advertisers with products we know are inferior or won't deliver in the real world — as opposed to promises made on a trade show floor or a one-sixth page ad? You bet. Do we say "no" at times when we're approached for editorial coverage on an iffy brand? Absolutely. Does it make



In May-June we take a look at technology and less-lethal. Do the lights and optics on this Noveske patrol rifle play a role in less-lethal? Read Clint Smith's article and find out.

FMG's CEO, Tom von Rosen, cringe? Not a bit.

"I'd rather take a hit in the pocket book," he told me recently, "then make promises nobody can deliver — especially when it comes to the kinds of safety equipment and technology our COP family relies upon on the streets. It's an easy decision for me, and I know it is for the staff too, here at FMG."

If a product's solid, we tested it and it works, it goes in. If not — it's out.

We'll keep delivering on Tom's promise. If a product's solid, we tested it and it works, it goes in. If not — it's out. And the same goes for tactics, techniques and the kinds of insightful ideas and "Here's how we did it" articles you see in *COP*. All written by cops or by experts in the fields. Cops have historically been hesitant to listen to experts who don't have law enforcement credentials — and I think that's a big mistake. Trouble can occur when an editor with no police experience tries to vet an article by an "expert" without understanding if the information applies in the real world of police work. Having staffers at *American COP* like Sammy Reese, our Executive Editor (and retired officer), and others who are officers, sergeants, lieutenants and others with firsthand experience, helps us recognize when an expert really is what they say — and when they're not.

Join forces with *American COP* to get your technology into the hands of those who are the "point of the spear" on our streets. Call me at (888) 315-3644 or e-mail me at editor@americancopmagazine.com to get the ball rolling.

AMERICAN COP DIGITAL EDITION

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www.americancopmagazine.com

GUNS®

From the Editor:

Jeff John

Going Stag

Stag Arms, that is. Stag Arms is one of the many suppliers of AR-15s today and one Dave Anderson found ranks up at the top of our domestic makers. The rifle chosen for our cover is the Stag-15 Model 2T. The 2T comes standard with a Samson quad rail handguard, permitting a wide range of options in fitting bipods, white lights, laser aiming devices, and other accessories. It has a "flattop" receiver with a Picatinny rail for mounting sighting options. In fact, our sighting option of choice is the new iteration of the **Trijicon ACOG**.



The Stag Arms Model 2T graces the cover of the GUNS April edition and is photographed by Lynn Pedigo.

Wringing Out A Kimber

Richard Mann wrings out a **Kimber 8400** in the cultish .257 Roberts, a quarter bore with a steady clientele of admirers. Mann tests the wide variety of current factory loadings from **Hornady**, **Nosler Custom**, **Remington** and **Winchester**. Because of the somewhat sketchy supply of ammo, Mann also includes handloading data including bullets from **Barnes**, **Nosler** and **Sierra**.

John Barsness writes about today's Prairie Dog rifles, optics, bullets and ammunition. Honorable mentions include bullets from **Barnes** and **Berger**, **Remington .17 Fireball** ammo and rifles, as well as the new **R-15 AR-style** varmint rifle from **Remington**. John mounted the new **4-12X Laserscope** from **Burris** on his own **Bushmaster** and found it durable and dependable.

Hi-Point Accuracy

So much for all the big expensive guns. On the less expensive side, **Jess Galan** reviews two fun AirSoft guns in a shootout between the **Mini Uzi** and **AK-47**, shooting 6mm pellets. **John Taffin** shoots the **Hi-Point .45 ACP** pistol and achieves accuracy on par with

pistols costing five times as much.

Also in the budget arena, **Mike Cumpston** checks out **EAA's M88 9mm**. Built by **Zastava**, this 9mm has the looks of the Soviet-made **Tokarev**, but with a few modern touches (like a safety). The Sovietsky designers may not have seen the need for such a pesky thing as a safety on the original, but **EAA** has. While our test sample single stack semiauto is in 9mm, the **M88** is also available in **.40 S&W**.

SHOOTING® INDUSTRY

From the Editor:

Russ Thurman

Launching 2009 With FMG

The first of our two mega New Business Year editions — the December issue; the other is our January volume — is now in the hands of dealers and others throughout the industry. Is your company's edition in the hands of someone else? Can't wait to get the latest on the SHOT Show or to review our first installment of 2009 New Products? No problem. The December issue is now online in our all-digital format.

Sign onto www.shootingindustry.com and click on the turning pages of the magazine in the upper right-hand corner of the home page. While you're there, sign up to be notified of when the next issue — the mega January edition — will be available. To do that, click on "Click to view the Digital Edition" just above the page-turning magazine.

Looking ahead to the SHOT Show, be sure to stop by our **FMG** booths and say hello. Visit us at booth 6853 and at our **American COP** booth in the Law Enforcement section, booth 8781.

FMG Publications Presents \$16,500 To NSSF

I was honored to present **NSSF** with a check for \$16,500, money **FMG Publications** raised during the raffle at the 2008 Shooting Industry Masters. With the check, **FMG** has raised nearly \$55,000 through the Masters, with all the money going to support **NSSF's Step Outside** program.

In accepting the check, **Steve Sanetti**, **NSSF** president and CEO, said, "**FMG** has been a phenomenally good supporter of the Step Outside program and other **NSSF** efforts to recruit and retain shooters. They are a great partner and we hope the partnership continues for

a long, long time to come."

The 2009 Shooting Industry Masters will again be held in Gun Valley at the Hartford Gun Club in East Granby, Conn., July 24 and 25.

Details are available at www.shootingindustry.com, or from **Elizabeth O'Neill**, at 1-800-537-3006, ext 279.



NSSF's Steve Sanetti accepts \$16,500 from Shooting Industry publisher Russ Thurman.

SPECIAL EDITIONS

From the Editor:

Sammy Reese

Show Holiday Buying Loyalty To Our Industry

Leftover turkey and fixings, Black Friday, Christmas songs on the radio and my kids' Christmas lists taped up on the refrigerator...yup, the holiday season is here. My wife and I made our yearly pact to not go crazy and to stay on budget — it won't last, but it felt good to try.

We, or should I say I, have a rule that clothing isn't a gift, with one exception — hunting clothes. It's gear honey, socks are no fun.

With the holiday season upon us and SHOT right around the corner, I suggest we all take this opportunity to help keep it in the family as they say and help boost our industry's economy. The wild fire sales on guns and related accessories needs no stoking, the fire is raging hot and heavy. Let's do our part to help all the other companies by being loyal to our industry.

I just received a letter from the sand box. With "free mail" where the stamp goes and APO in the return box, that always gets my attention. I'm told morale is high and our boys and girls are getting it done. Don't forget the ones far away and the ones recovering in local hospitals this holiday season. They do what they do, so we can do what we do. Never forget, freedom isn't free.

From my family to yours, I wish you Happy Holidays and a great new year. I look forward to seeing you at SHOT.



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



Printed on recycled paper



Quick! Run Away! Wait, Not That Way!

It is said that “some people have all the luck,” and this might be true of Blake Leak — in a way. The trouble for him is, it’s all bad luck.

When Ossining, N.Y., cops responded to a citizen’s call about a possible burglary at the Southside Mini Mart on Spring Street, they arrived to find Blake thrashing around the interior, scoopin’ up loot. Alarmed by the police cruisers’ lights, he immediately took off runnin’. Being a 23-year-old dude fueled with high-octane fear, he sorta left pursuing cops in the dust. Further, one officer broke a finger and the other injured his back when they tumbled down a steep slope.

Meantime, David was still sprinting like a gazelle. Undoubtedly, he would have gotten away clean, except — you knew there was an “except” coming, right?

— he ran straight onto the grounds of adjacent Sing Sing Prison, and almost fell right into the arms of a guard, who quickly introduced him to Mister Ground and Mister Cuffs.

Now, you might be thinkin’ that one stupid error in one crime isn’t proof of being over-endowed with bad luck, but consider this: Blake is 23 years old, has been arrested 24 times, and his last address was “under a bridge on a piece of cardboard.” We submit this as not only evidence of poor karma, but proof there are no intelligence tests required for the position of “scumbag thief.”



Illustration by Nick Petrosino

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Movie Star Burglar

Police in New Zealand wanted to warn residents about a bicycle-ridin’ burglar who’s been breaking into homes and ripping off high-value items. They know who he is. They even have a photograph of him. But they can’t use it for fear of violating his civil rights, so they put a photo of a movie actor on the wanted poster and told people “he looks like this guy.” Stupid, huh?

Their problem is that the suspect is 16 years old and under the Children and Young Persons Act of 1989, they cannot show the public his photo. Authorities did, however, note their young “client” looked an awful lot like Scottish actor Robbie Coltrane in his role of a character called Hagrid in the Harry Potter series. A photo of the actor went on the poster with the explanation that “Robbie Coltrane is not the burglar, but imagine him aged 16 with lank, greasy hair and you have the picture.”

We can hardly wait for the New Zealand police to circulate a poster warning of a shoplifter featuring a photo of Paris Hilton, but explaining “imagine her fat and ugly with lots of pimples and you’ve got the picture.”