



**FMG-INSIDE**

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# NEWS

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

## 2010 Academy of Excellence Award Entry Deadline Is Feb. 26

By Roxanne Smith



The deadline for submitting entries for the 2010 Shooting Industry Academy of Excellence awards is February 26.

The Academy, in its 19th year, recognizes excellence in design, innovation and service to the industry. In 2010, the Academy will present awards in 14 categories.

"The number of quality new products introduced this year is impressive," said Randy Molde, Academy director. "I'm sure the manufacturers would like all the hard work to pay off with recognition from the Shooting Industry Academy of Excellence. Of course, that can only happen if an award entry is received by February 26. Like everybody else, I'm anxious to see who the Academy thinks is most deserving of the year's top honors."

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. Eligible products must have been in production no earlier than February 2009 and prior to February 2010. A completed Award Entry Form must be included for each category entered.

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.

Guidelines and entry forms can be downloaded by visiting the "Awards" link at [www.shootingindustry.com](http://www.shootingindustry.com). Entries may be e-mailed to [elizabeth@shootingindustry.com](mailto:elizabeth@shootingindustry.com) or sent to: SIAE 10, 12345 World Trade Dr., San Diego, CA 92128.

The 2010 Shooting Industry Academy of Excellence Awards will be announced Friday evening, July 23, at the Holiday Inn in Grand Island, Neb., in conjunction with the Shooting Industry Masters.

For more information on both events, visit [www.shootingindustry.com](http://www.shootingindustry.com).

## New Special Edition Titles Added To FMG's Lineup

FMG has added two new titles to its popular Special Editions publications — an additional *Personal Defense* title and *Reality Check: Surviving In The Real World*.

The new publications are FMG's answer to reader requests for personal defense and real-world solutions for everyday challenges.

"Today, people are genuinely concerned about their personal safety — and it's not always about firearms," said Roy Huntington, publisher of FMG's consumer and L.E. publications. "With the remarkable success of our *Personal Defense* Special Edition, we realized even 'non-gun' readers are hungry for ways to help them keep their families safe. To meet the demand, we're adding two new Special Editions, another *Personal Defense* and an entire new title — and concept — *Reality Check: Surviving In The Real World*. This new title will cover safety issues from guns to fire, home protection, survival through harsh weather, vehicle accidents, disasters and more. We're excited to present this powerful tool for our readers!"

***"The scope of our two new Specials is only limited by the interests of the readers — and our readers have proven to be interested in just about everything!"***

These additional FMG titles will create more demand for featured products — and more sales opportunities.

"Our newest title, *Reality Check: Surviving In The Real World*, will concentrate on the tools, tips and techniques real people use — and have used — to survive in the country, city and even while traveling internationally," said Sammy Reese, editor of the Special Editions. "We'll answer questions like 'What are the most useful tools to have on hand if you live in the country?' and 'What are some non-firearm options for self-defense?' The scope of our two new Specials is only limited by the interests of the readers — and our readers have proven to be interested in just about everything!"

Reese and Scott McGregor, advertising sales manager for the Special Editions, are eager to hear about your new products for inclusion in the new titles. Contact Sammy at [sammyreese@fmgpublishings.com](mailto:sammyreese@fmgpublishings.com) and Scott at [scott@fmgpublishings.com](mailto:scott@fmgpublishings.com).

# REP RAP

FMG insiders speak



**Steve Evatt** American Handgunner

## Looking To July/August Handgunner

Just back from a busy, but very frustrating, SHOT Show 2010. Those of you who were there know the myriad problems related to the Sands Expo Center. For those who weren't there, suffice to say it was just about as bad — or worse — a layout as Houston in the early '90s.

The other big complaint was the number of general public folks wearing dealer badges. The first day was a frenzy of "tire kickers" grabbing as much free loot as they could carry in their rolling milk crates.

**"The good news for the FMG crew is that it was an excellent show for business, and we are all busily following up on tons of leads and requests."**

The next three days seemed a bit better. The good news for the FMG crew is that it was an excellent show for business, and we are all busily following up on tons of leads and requests.

Just wrapped up the May/June issue of *American Handgunner* so it's on to July/August. The two editorial focus points will be gun care techniques and products, and knives. This is also the issue we hand out at the BLADE Show, along with the July issue of *GUNS*.

The July/August *Handgunner* will have the **Wilson** Ultralight Carry as the cover feature. Other articles include: "The Canadian Contingent" — Pat Covert's profile of some of the wild and crazy custom knifemakers from up North; Roy's update on the **FNH 5.7**; **Ruger's** newest, the SR 9 Compact by Pat Cascio; and a peek at Jeff Cooper's "Sconce" (his home at Gunsight) by Jeremy Clough.

Next up on the show calendar is IWA for me. 'Til next time ...



**Andrew Oram** GUNS Magazine

## Industry Expectations For 2010

The 2010 SHOT Show has come and gone, and despite some sore feet, slightly bruised bank accounts and a whole lot of long hours, we have come through the ringer unscathed.

This was my first SHOT Show, and I had the goals of meeting as many of our advertisers as possible and discussing industry expectations for the new year. I found the general consensus to be overwhelmingly positive, if not cautious. Despite the record number of sales in 2009, it appears most manufacturers have now set their sights on consistent internal growth to ride last year's wave.

As a follow up to the incredible number of firearms sold last year, it is likely 2010 will bring a wave of auxiliary product sales for these new gun owners, who are concerned with protecting their firearm from intruders and younger family members.

I had an opportunity to discuss business expectations with several companies that manufacture safety products and are working on expanding their market. All have high expectations for 2010 and expect significant growth.

**Richard Nguyen** from **LockSaf**, a company that manufactures biometric fingerprint-recognition safes, told me that in just the first month of the year, sales of their PBS-001 have already reached 25 percent of total 2009 sales. With 10 programmable fingerprint settings, it's easy to see how this product is popular with parents concerned with keeping their family safe.

I also met with **Nicole Huffer** of **Armatix**, a German company that manufactures an electronic gun-locking system. The Trustlock System is caliber specific, and quickly renders a firearm inoperable by inserting a metal cylinder into the weapon's barrel. Removing the cylinder takes just seconds using a simple push key code. Armatix has experienced success with German police departments, and is looking to expand their products to the U.S.

Another up-and-coming company that makes personal security storage devices is **Console Vault**. I met with **Scott Bonivissoto**, who has had tremendous success in the vehicle-customization market, and is now introducing his products to the firearms industry. Check out their Web site, [www.consolevault.com](http://www.consolevault.com), to see if they make a customized safe for your truck or SUV.

2010 should prove to be a productive year for the industry. Building on last year's

record numbers could be as simple as capitalizing on repeat sales to new gun owners. Ancillary products like laser sights, holsters and storage products should see growth from these new owners. But in order to capitalize on this growth, you have to get these products in front of consumers.

If I didn't have a chance to visit you at SHOT and you have a product you would like featured in the next New Products section of *GUNS*, please e-mail your press release to [andrew@gunsmagazine.com](mailto:andrew@gunsmagazine.com). The deadline for the June issue, which features tactical firearms and accessories, is February 23.



**Delano Amaguin** FMG Publications

## Tactical Gloves Are Hot In 2010

We couldn't have asked for a better turnout at the *American COP* booth at SHOT Show in Las Vegas. Even the rain didn't curtail the hordes of motivated *American COP* readers.

There are some great new products and product lines coming out this year. Tactical gloves are one of the most popular items for 2010.

**CamelBak** announced the new Impact Elite as part of its Maximum Gear line of Tactical gloves. They are designed to be a high-performance glove with maximum finger dexterity.

**HWI** is building upon the experience and wisdom of founder **Bill Hatch**. HWI is not only making gloves, but producing knee-pads, elbow pads and duty bags as well. Their Combat Glove offers premium flexibility, feel and protection.

**Magnum Boots USA** introduced their pathogen-resistant tactical gloves sporting their ion-mask technology. They are lightweight, breathable and hydrophobic.



CamelBak's Impact Elite Gloves (left), HWI's Combat Glove (center) and Magnum Boots USA's Tactical Gloves (right).

## Reserve Space In The May/June Issue

The January/February issue of *American COP Magazine* was such a hot commodity that we almost ran out of issues by the second day. A number of people signed up to receive notifications for our digital editions.

You can read our entire issue from cover to cover on our Web site. Be sure to check out the newest issue with our flip-page technology at [www.americancopmagazine.com](http://www.americancopmagazine.com).

You still have time to reserve your space in the May/June 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*. And, take advantage of our Web Site Showcase section in this issue.

The deadline to reserve space is February 23 with ad material due by February 26. For more information or to reserve your space in the May/June issue, please call me ASAP at 1-888-732-6461.



## Don't Miss SI's SHOT Show Review Issue

Anita Carson Shooting Industry

What a pleasure it was being able to catch up with everyone at the Las Vegas SHOT Show. As always, there didn't seem to be enough time to see everyone I wanted and/or needed to see, but I know you understand the principle of "too many people ... not enough time."

I was pleased to see the introduction and launches of so many new products and

services. To keep these new products in the minds of dealers nationwide, *Shooting Industry* will feature a comprehensive review of the 2010 SHOT Show in the April issue.

We will review the many new products introduced, as well as look at the new companies that have joined the firearms industry. We'll take a look at what's new, what's hot and what new trends we gleaned from the show.

It's always interesting to find out what the dealers found most noteworthy after walking the aisles of the SHOT Show. We have interviewed quite a few of them and are pleased to include their thoughts and opinions in this April issue, as well. If you want to find out what the retailers thought the best and most interesting products were, please look to the upcoming SHOT Show Review issue of *Shooting Industry*.

Let's not forget that the April issue will also include a beautiful Catalog Showcase. I know many of you have labored long and hard in order to have your catalogs ready

***"Though the attendance was healthy in Las Vegas, there were many dealers who did not attend and will be looking at Shooting Industry's April issue to see what they missed."***

in time for the SHOT Show. Why not show them off in our Catalog Showcase? A mere \$425 will enable you to feature your 1/6-page color catalog listing.

As you can see, the April SHOT Show Review issue is the vehicle to carry your SHOT Show advertising sales message to storefront retailers. Though the attendance was healthy in Las Vegas, there were many dealers who did not attend and will be looking at *Shooting Industry's* April issue to see what they missed. Will they see your new product, service, catalog and message when perusing this important edition?

Please call me to place your advertising sales message in the April SHOT Show Review issue, which has a sales closing date of February 26. Contact me at [anita@shootingindustry.com](mailto:anita@shootingindustry.com) or call 1-866-972-4545.



## Body Armor Advancements At SHOT

Denny Fallon American COP

The annual SHOT Show extravaganza provided a glittering Las Vegas showcase for an abundance of new law enforcement products. Among the nifty additions was a bounty of advancements in ballistic body armor.

As one glib patrolman with the Clark

*(Continued on page 6)*



## Helping The Cause

Scott McGregor Special Editions

Every time I sit down to write another Rep Rap, I wonder where the previous month has gone.

Last time, SHOT was right around the corner, and now it's come and gone. Now our 2010 *American Handgunner* Special Edition advertising deadline is coming up on March 1. But first — IDPA Indoor Nationals at the **Smith & Wesson** Shooting Sports Center in Springfield, Mass. If you make it to the event, be sure to say hello! *American Handgunner* is sponsoring a stage and I hear Randy Molde of Team FMG has come up with an interesting proposition for those who shoot that stage. Thanks, Randy!

I have to say that I enjoyed this SHOT Show more than the others I've attended. To see just about everyone in the industry in one place is a great time. This was my second SHOT Show with FMG Publications.

One of my favorite things is to be able to

see people who have come up with something new. For example, **Dan Jaquish** and his Carbon Removal Tool (CRT) from **Magna-Matic**. Sammy and I met Dan in 2009 at SHOT, where he showed us the CRT-15 he'd come up with while working as an armorer. Being AR guys, Sammy and I looked at each other with the "This is cool, I need one!" look. We ran it in our New Product Spotlight and Editor Sammy found some folks, including Clint Smith, to review the product.

I've used the CRT-15 on every AR I've cleaned since I got it. I'd like to think the New Product Spotlight, strategic advertising and the editorial coverage — along with Dan and the gang at Magna-Matic's tireless efforts — have helped the cause. Now they're working on some other very cool AR and AK tools. Watch for them in the New Product Spotlight in the Special Editions and other FMG Publications.

This is one of my favorite parts of what we do — helping get your products out there to your customers, whether through New Product Spotlights, editorial coverage or advertising. Be sure to let me know if we can help you in any way. Send me your new product for our Spotlight in

the Special Editions, along with a high-res photo and a 50- to 80-word description with your contact information.

This upcoming 2010 *American Handgunner* Special Edition promises to be a great issue. Editor Sammy sent me the lineup and there are a bunch of stellar stories, just as you've come to expect from the FMG editorial staff.

- State Of The 10mm: Cult Classic Returns
- The 9mm 1911: It's Not Blasphemy
- Reloading: Save Money And Have Fun
- Hunters Must Have A Knife: The Skinner
- The Classic Bore: S&W Big Sixguns Return
- Sometimes A Handgun Isn't Enough

Let us help get your product out there. The FMG Special Editions are roughly half the cost of our regular issues. We're also running our Web Site Showcase in each Special Edition, and at \$175, that's tough to beat. Please contact me to see how FMG Publications and the Special Editions can help you move your product! E-mail me at [scott@americanhandgunner.com](mailto:scott@americanhandgunner.com) or call 1-800-553-7780.

Roy Huntington

### Fingers And Triggers

In the July/August issue, Mas Ayoob takes on the whole “Just how much time do you lose when you keep your finger off the trigger before you shoot?!” question. What he finds out, by some sorta scientific testing during a match, is that ... well, um, er ... you'll have to read it to find out. His “Cop Talk” column is a must-read for anyone interested in exactly why it is we keep our fingers out of the triggerguard until we're ready to fire — and how does that affect our response time anyway?

Jeremy Clough takes a behind-the-scenes look at “The Sconce” at **Gunsite, Jeff and Janelle Cooper's** longtime home there. Jeff designed it as a working study of creating a defensible home. His insight and ideas remain valid today — maybe even more so. Tune in to see photos never before published of Jeff's home, study, office and gunroom.

The FNH 5.7 carbine/handgun combo remains a focus of attention, misunderstanding, love, hate and passion. I'll take a look at them again (and the new 5.7 “hunting” ammo) to help clear the air about some features and abilities of these compelling firearms.

A “fighting” single-action revolver? What's that? How's that? Does it make sense? Can it be done? Rob Rathburn turned to **Robar** to create an “ultimate” modern rendition of a fighting single-action sixgun. Will John Taffin recoil in horror? Will Mike Venturino run and hide? Will Clint Smith glare and throw rocks? We'll find out, eh?



How much slower are you when you start with your finger outside of the triggerguard? The answer may surprise you.

And don't forget, if your product is featured in *Handgunner*, now all a reader needs to do is go to [www.americanhandgunner.com/productindex](http://www.americanhandgunner.com/productindex) — or click on that link on our home page — and they will see a long (and growing) list of companies and their products featured in our pages. It links readers to articles featured in our magazine's pages, and to the manufacturer's Web site. So far, readers are turning to this “For more info” feature by the thousands — and want more. You can be a part of this new service when your product or service is featured in *Handgunner*.

If you'd like to chat with me about your product or service appearing in *American Handgunner*, drop me a note at [editor@americanhandgunner.com](mailto:editor@americanhandgunner.com) and I'll get back to you.



From the Editor:

Suzi Huntington

### Kings Of The Hill

Whew, I survived this year's SHOT Show — but the new venue made it pretty darn hard to navigate. I was leaving a trail of breadcrumbs to help find my way back, but somebody kept devouring my trail. Note to self: bring more bread next year.

I did manage to see a good portion of the L.E. section, and it was clear there continue to be major improvements in flashlight technology. LED and battery technology is better than ever, and because of that, our police officers can see more, and for longer periods of time.

The AR platform is still king of the hill for law enforcement. There was a dizzying array of ARs to be seen at SHOT. From the very basic to ones with everything attached but the kitchen sink, cops' imaginations and budgets are the only limitations of this popular gun. **SIG SAUER** debuted their new AR-15 platform, the Model 516, and I have to say it looks promising. We'll be putting it through the paces alongside their 556 SWAT rifle, and will keep you posted on our results.

I was impressed to see how many apparel and uniform companies are making efforts to design women's lines of clothing that actually work — for women. As women are a significant part of the L.E. community these days, it bodes well they are finally being acknowledged by uniform makers. Companies are finally realizing they can't just put a different tag on a pair of men's cut clothes and call it a women's



Here are some of ArmaLite's AR platforms displayed at the 2010 SHOT Show.

line. Women's curvy figures are being addressed, and tapered legs are starting to go away.

One suggestion to you designers, though: Remember fashion should not trump function. Be careful of shortening the rise too much, as this makes the pants pretty useless and places holsters right on the hip bone and nerves — ouch. And another thing, it's okay to make pants with inseams longer than 32" ...

Uniform materials are improving significantly, too. I saw all kinds of cotton blends that did phenomenal jobs of repelling water, dirt and crud. I can speak for much of the law enforcement community out there when I say we're grateful for uniforms that aren't so hot, are easier to maintain and don't cost as much as they used to.

Got something you'd like to get the word out on? Contact me at [suzi@americancompmagazine.com](mailto:suzi@americancompmagazine.com) and let's get the ball rolling.

### SPECIAL EDITIONS

From the Editor:

Sammy Reese

### SHOT Roundup

SHOT Show 2010 is in the books. If you were fortunate enough to dodge the SHOT Show “crud,” you are one of the lucky ones. I've lost count of how many people I know who contracted some form of nasty flu/cold.

I've managed to kick the strain of virus I brought home, and my feet are now working properly. I washed my hands like a doctor going into surgery as often as I could, and I still got sick. Maybe I'll wear a respirator or a Hazmat suit next year? I'm open to suggestions.

I don't know the final numbers yet, but I'm told this show produced some phenomenal attendance — a strong testament to the unity of our industry. Confusion of layout aside (I only got lost once), I'm hearing lots of positive comments along the lines of, “Our booth had more traffic than expected.” Our two FMG booths were almost out of magazines at the conclusion of day one.

I tried my best to see as much as possible. If I didn't get to see your company's products, please make sure to send in press kits or drop me a line so I can get my awesome stable of writers to include your products in their articles.

The addition of two more Special Editions, *Reality Check* and a second *Personal Defense*, takes me up to eight Specials. This gives me more opportunity to cover a wider range of products.

For those I did get some time to visit with, I thank you for your time. If I missed you, I hope to see you at NRA, a writers' event or — even better — in hunting camp. The four days of SHOT felt like one long day, but it was worth the sore feet and sleep deprivation. I hope 2010 is a great year for all of you. Please call me at 1-800-458-4570 ext. 246 if I can be of assistance.

# GUNS®

From the Editor:

Jeff John

## Dynamic Duo

Our June cover feature includes two pistols you might call “designer-made for each other”: the full-size 5"-barrelled SIG GSR 1911 .45 ACP backed up by the diminutive SIG P238 .380 ACP. The 1911 is all stainless steel, and its little brother features a stainless steel slide over a black lightweight aluminum frame. This self-defense combo was tested by Massad Ayoob.

The rifle is increasingly becoming a valuable tool for law enforcement, and the Robar Companies were one of the first to start the trend of tuning up **Remington 700** rifles, turning an already accurate rifle into one that is more dependable, reliably accurate and ergonomic. The SR-60 tested by Clint Smith featured **Badger** bottom metal, and the **Leupold** scope was also in Badger rings.

Speaking of precision rifles, the upscale hunter has many good options, too: a relatively new company called **Blue Ridge Rifles**, and this .300 Winchester Magnum is also built on the Remington 700 action. A step up on the scale, Blue Ridge first trues the Remington action and upgrades it with a spiral fluted bolt fitted with a Sako-style extractor by **Dave Kiff** of **Pacific Tool & Gauge**. The 26" **Dan Lilja** barrel is of No. 4 contour and is fluted and fitted with a **Vais** muzzlebrake. The whole rifle is bedded to an **H-S Precision** stock and ignition begins from an **Arnold Jewell** trigger.

Author Jacob Gottfredson shot **Federal 190-grain Match** ammo and **Winchester**



Photo by: Chuck Pittman

The new *Dynamic Duo* from SIG SAUER is the GSR 1911 .45 ACP and companion single-action pocket-sized P238 in .380 ACP.

180-grain Ballistic Silvertips, both delivering sub-MOA groups. Handloads made the rifle shine, though, and loads with **Barnes Triple Shocks**, **Berger VLD** and **Nosler Accubond** bullets delivered even tinier groups, some less than .5" at 100 yards.

All in all, the 9-pound .300 Winchester Mag. rifle delivered 5-shot groups like a target rifle, and improves the ability of the hunter to make the long-range shots some modern hunting requires. To make such shots possible, the rifle was fitted with a **Zeiss 4.5-14x44mm MC Conquest** scope with RZ800 reticle. Picatinny mounts and Leupold tactical rings compete the mounting.

# SHOOTING INDUSTRY®

From the Editor:

Russ Thurman

## SHOT Show 2010

SHOT Show 2010 was rated a standout success by most exhibitors — this despite a seemingly continuous stream of complaints concerning the show's layout. The new venue at the Sands Convention Center presented numerous problems for NSSF, with many exhibitors clustered in smaller halls, and those on Level One dealing with a low ceiling that did not lend itself to the atmosphere associated with the SHOT Show.

NSSF officials caught an earful of complaints, which they say they are addressing. They also remind everyone that there is a challenge if the show is to be held in Las Vegas in January, which NSSF says is the overwhelming preference of exhibitors and dealers. Since much larger trade shows have preference for January

dates at the Las Vegas Convention Center, the only facility available is the Sands Convention Center. Did someone mention “a rock and a hard place”?

In contrast to the complaints, there were often lavish reports of record business.

“I'm pretty excited. It's been a good show for us, and it's not just the number of people in the booth, it's the quality of the people. It seems like there are a lot more dealers actually here ready to write business this year,” said **Brian Lisankie**, **Aimpoint** president.

“This has been an excellent show for us. This is a very tough venue because of the way it's laid out, but from what I see and sense, we are having a very good show in general, and **Savage** is having a wonderful show,” said **Ron Coburn**, **Savage** CEO.

“I think it is by far our best SHOT Show ever. The traffic, the attitude and the overall industry buzz is up. All the dealers and distributors have been very positive and upbeat about what's going on in the industry. People are buying, they're ordering, they're optimistic and we didn't have that last year,” said **Mike Noell**, **BLACKHAWK!** president and CEO.

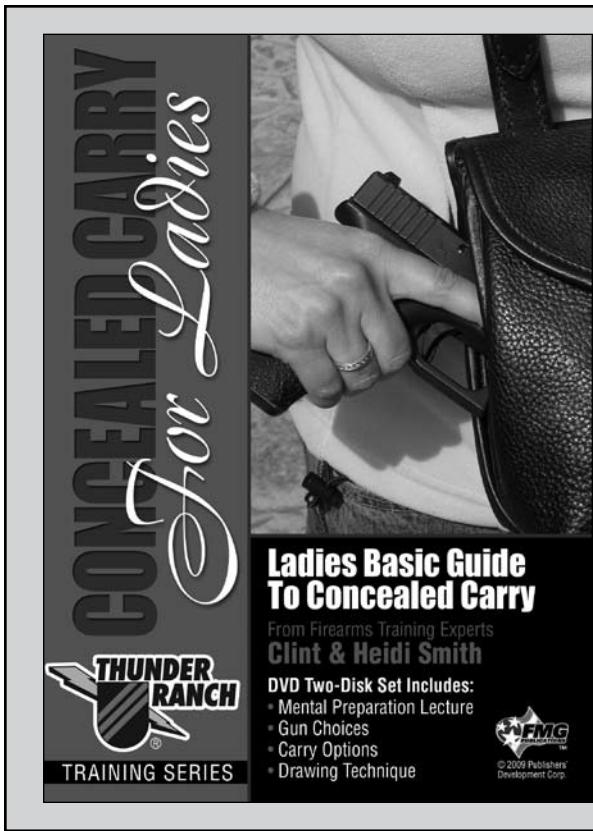
“Business has been very brisk here. A lot of people are coming in, and there's been a lot of interest. We thought it would slow down (from 2009), but business is strong. We're expecting another record year,” said **Jeff Hoffman**, **Black Hills Ammunition** president.

“We had an overwhelming response,” said **Sven Habermann**, **Tornado Defence System** president, a first-time SHOT Show exhibitor, who introduced his personal-defense product. “It's been unbelievable. We have already pre-sold all of our inventory that's on its way.”

At our two FMG Publications booths, hundreds of dealers signed up for our free online digital editions of our magazines. Did you miss that opportunity? Perhaps you didn't attend the show. You can view and then subscribe to receive the free digital editions by visiting [www.fmgpublications.com](http://www.fmgpublications.com).



(Continued on page 7)



CONCEALED CARRY

For Ladies

Ladies Basic Guide To Concealed Carry

From Firearms Training Experts  
**Clint & Heidi Smith**

DVD Two-Disk Set Includes:

- Mental Preparation Lecture
- Gun Choices
- Carry Options
- Drawing Technique

THUNDER RANCH TRAINING SERIES

© 2009 Publishers Development Corp.

## New DVDs From Thunder Ranch Training Series

FMG has released its eighth and ninth Thunder Ranch DVD training courses, which feature firearms training expert Clint Smith — including the first DVD geared towards women.

The *Concealed Carry For Ladies* DVD offers a comprehensive look at concealed carry from a woman's perspective. Instructor Heidi Smith presents her concepts on gun selection and carry options, answering lady-specific concerns such as the best way to carry a gun in a purse. Heidi's range demonstrations are guided by husband Clint Smith, and show how to draw and fire from several effective platforms.

Also new for 2010 is *Concealed Carry Options*, presenting logical solutions for concealed carry. Clint Smith helps viewers choose which gun to carry, how to carry it, what to look for in clothing and how to draw the gun correctly, along with discussing the assets and liabilities of carrying a concealed handgun.

Both DVD courses — which are each two-disc courses filmed at Thunder Ranch in Oregon — can be previewed at [www.americanhandgunner.com/TRvids](http://www.americanhandgunner.com/TRvids).

### Rep Rap

*(Continued from page 3)*

County Sheriff's Department quipped during a visit to the *American COP Magazine* booth, "If Santa Claus was a cop, he'd go ape in this place."

**Armor of America's Andy Stewart**, the company's vice president of sales, accompanied technical director **Rick Kast** from their headquarters in Auburn, Ala.

Two of the more cleverly designed additions to the Armor of America line are the Zip Out Jacket and the Detective Vest. The Zip Out Jacket appears to be a conventional casual windbreaker. Concealed are front armor carriers that do not inhibit the jacket's casual civilian appearance. The Jacket also features large pockets and removable identification patches, and comes in eight color options.

The Detective vest is military style and accommodates front and back hard armor inserts. It is comfortable and offers full coverage.

**Mike Noell** presided over a tidal wave of visitors to the **BLACKHAWK! Products Group** exhibit. The former Navy SEAL was understandably proud of his company's explosive growth and success, which he measures by all his return customers.

BLACKHAWK!'s lightweight Commando Recon Chest Harness with front and back ballistic panel weighs less than 3 pounds. The front panel pocket has an inverted "T" elastic keeper that can hold a bib when plates are not in use, offering

a lower profile rig. The cross-back design may be replaced with a plate carrier back panel. When the back panel is added, the Commando Recon becomes a full-torso rig for maximum coverage.

**Safariland** is a historic and revered brand in the body armor industry, and the legend continues to build as a member of the **BAE Systems** family. **Matt Foster** was a blur as he shepherded dealers from one new product to another.

***"As one glib patrolman with the Clark County Sheriff's Department quipped during a visit to the American COP Magazine booth, 'If Santa Claus was a cop, he'd go ape in this place.'"***

Safariland's American Body Armor Xtreme Series of concealable armor offers impressive performance and flexibility for optimum comfort. The advanced stitching process and Geometrics and Resistance Framing technology allows the Xtreme Series to absorb multiple bullet hits and still protect the wearer. The Xtreme Series comes in IIA, II and IIIA threat level protection.

**Point Blank Body Armor** and its sister company, **Protective Apparel Corp. of America (PACA)**, displayed three new collaborations with **DuPont Protection**

### Technologies.

**Mike Foreman**, the senior vice president of sales and marketing, and colleagues **Randy Willis** and **Norm MacLeod**, commanded one of the most active booths in the law enforcement section of the show.

Point Blank introduced the Vision ultra-comfort system, the Hi-Lite full-range-of-motion vest and the Dragon-Fire side-opening tactical armor system. PACA's new babies include the Blue Steel vest with temperature-regulating carrier, the Perform-X ergonomically enhanced vest and the Four Star Advanced adjustability vest.

The duo of **Steve Armellino** and **Georg Olsen** spotlighted **U.S. Armor's** popular Enforcer ultra-concealable vests for both male and female officers. U.S. Armor's Enforcer XLT with new ACS Carrier System is 25-percent lighter and more flexible than most all-Aramid fabric armor designs, yet still delivers reliable ballistic protection.

"At U.S. Armor," chimed Armellino, "we take officer protection and comfort very seriously."

### May/June COP Focus

"SWATology" is the highlight of the May/June issue of *American COP Magazine*. All things SWAT will be the primary focus.

The advertising space reservation deadline is February 23. To reserve your ad space or for more information, contact me at 1-800-426-4470 or [denny@americancopmagazine.com](mailto:denny@americancopmagazine.com).

We'll have full, overall coverage of SHOT Show 2010 in *Shooting Industry's* April issue, and a look at the law enforcement emphasis at the show in our May issue.

## Submit Your Academy Entries Now!

This is the last call for entries for the 2010 Shooting Industry Academy of Excellence awards. To be considered for the 2010 awards, your entries must be at the Academy's office by February 26.

E-mail your entries to Elizabeth O'Neill, Academy coordinator, at [elizabeth@shootingindustry.com](mailto:elizabeth@shootingindustry.com), or mail them to: SIAE 10, 12345 World Trade Dr., San Diego, CA 92128.

Additional information on the Academy and the entry form is available at [www.shootingindustry.com](http://www.shootingindustry.com). Click on "Awards" or the Academy's logo on the home page.



## Sports South Challenge

**Skipper Dickson**, owner of **Sports South LLC**, issued a challenge to the industry at the SHOT Show: He will match up to \$500,000 in donations made to **Ducks Unlimited's** Rescue the Duck Factory campaign.

"I have never seen a more pressing time or a more direct solution than Ducks Unlimited's Rescue the Duck Factory campaign," Dickson said.

The campaign began a year ago in an effort to conserve more than 300,000 acres in U.S. Prairie Pothole Region.

"This is extremely important for us because we are working with DU to ensure the future of waterfowl hunting," Dickson said. "We are encouraging others to donate, and we plan on matching up to \$500,000 to keep the ducks coming."

For more information, visit Sports South's Web site at [www.internetguncatalog.com](http://www.internetguncatalog.com) and [www.ducks.org](http://www.ducks.org).

## Mossberg Launches Survival Gear



*Ian Connor, Mossberg marketing coordinator, shows off the ASAP Survival Gear line at NASGW's Expo in November.*

**Mossberg's** display of its ASAP Survival Gear attracted a great deal of attention at SHOT Show. The ASAP line is a customizable system of portable self-contained packs and specialized gear designed to give everyone an edge in dealing with emergencies.

There are four basic kits, called the ASAP Starter Packs, that can be customized to meet specific survival requirements or regional needs. The basic gear, depending on the Starter Pack, includes products from such recognized brands as **Leatherman, Pur Water Filtration Systems, Black Diamond, Motorola, Garmin** and others.

Mossberg is marketing the line as a separate brand to increase its consumer reach. The line's Web site, [www.asapsurvivalgear.com](http://www.asapsurvivalgear.com), will be operational by March 1. For more information, call (203) 230-5300.

## Back Blast (Continued from back cover)

cops didn't want innocent citizens bothered by 'em, so they nicely invited Derek and Sunni to come back into the station and use an office phone to make their call.

While Sunni called, Derek showed his appreciation by ducking into an officers' break room, where he pilfered a hat and a coupla candy bars. He prob'ly thought he was pretty cute, we think — but he didn't know he was being watched on surveillance cameras.

Derek didn't make it back to the sidewalk. Some people are just too stupid to be on the outside.

## Only A Few Priors

Stories about dumb-as-a-box-of-rocks burglars who drop their cell phones at the scenes of crimes — and then call their phones asking for its return — are so

numerous the whole thing is a trite cliché. And, of course, they always wind up talking to cops instead of victims or witnesses, right? Yup.

But Paul Cullen's story is a little different. After burglarizing a home in Crumlin, Ireland, and assaulting the resident, he called his cell phone, which he had dropped at the scene. Paul apologized for the burglary and the assault, saying they "weren't my idea," — like, who else's idea could it have been? — and asked if he could get his phone back.

Yawn. Yeah, it wasn't the resident answering, and Garda (constabulary) officer John Ryan didn't have to give an Oscar performance to convince Cullen to meet him so he could return the poor fella's phone — and, of course, Cullen fell for it.

Cullen wound up falling for nine years, but it wasn't just for his last caper. His sentence included "punishment" for another assault and three separate robberies in which he was armed with a knife. True, he was otherwise a model citizen, with only 42 previous criminal convictions.

And he got nine years, not 900?! We double-checked this one to assure it was reported from Ireland — it sounded more like California or New York.

## Looking For A Birthday Party Place — Or A Fight?

When you think of Chuck E. Cheese, do you think of a fun place to throw a birthday party for your kids and their pals, or just bad pizza and whether or not you should take a weapon with you?

Apparently, brawls at Chuck E. Cheese's have become so common that according to a Chicago journalist, the kiddie-restaurant chain is getting more of a reputation for its fights than for its foods. The *Wall Street Journal* noted that the Brookfield, Wis., outlet had prompted more calls for police intervention than any other restaurant in the area, and in Flint, Mich., the record number of patrons involved in a single free-for-all is 80. That outlet has since stopped serving alcohol.

***"Maybe it's just having adults penned into one big room with dozens of screaming kids?"***

Maybe it's just having adults penned into one big room with dozens of screaming kids? Or the incessant racket of 'em pumping tokens into the games? Some toxic preservative in the pizza sauce perhaps?

I've got it — maybe it's just the gnawing, infuriating mystery of Chuck Cheese's middle initial: What the heck does that "E" stand for anyway, and why is it a secret?

# FMG INSIDE NEWS

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

## inside this issue:

- 2010 Academy of Excellence Award Entry Deadline Is Feb. 26
- New DVDs From Thunder Ranch Training Series
- SHOT Show 2010
- Fingers And Triggers
- Body Armor Advancements Displayed At SHOT

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## BACK BLAST & OTHER HOT GASES

### No Map, No Compass, No Brains?

The clerks at a Chevron gas station and convenience store in Poulsbo, Wash., said they were definitely afraid of the guy who robbed 'em at knifepoint — but they weren't too impressed with his knife, his technique, and ultimately, his intelligence — or lack of it.

After grabbin' the cash from the till, our genius gangster tried to cut the phone line so his victims couldn't call the police. When several seconds of sawing and slashing with his rusty shiv failed to do the job, he gave up and sprinted outside, where an accomplice, perhaps not a whole lot smarter, waited at the wheel of a red Honda. The clerks, of course, immediately phoned Poulsbo PD, and within a couple of minutes, officers and sheriff's deputies from five different agencies were in hot pursuit.

Pushing the strained Honda to maximum warp speed, the suspects hit speeds of over 100 mph in the dark twists and turns of western Puget Sound — an area that disorients even local residents — and finally lost the cops. The trouble was, they also lost themselves. Weary of their wanderings and completely confused, they finally pulled into a gas station and asked for directions to Seattle. Only then did they realize they had circled back on themselves, arriving back at the very same Chevron station they had robbed.

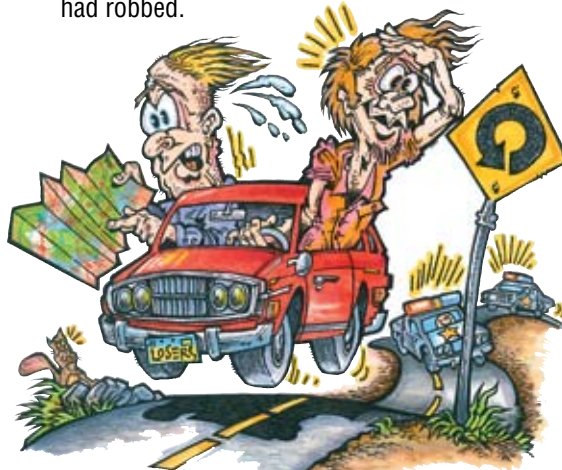


Illustration: Nick Petrosino

Oh, yes, the telephone still worked. Jared Persitz and Matthew Barela, both 22, just didn't have the heart for another game of runaround. They confessed to the robbery and a burglary they had committed earlier in the day.

### Enjoy Your Free Time?

Jailers in Middletown, Ky., are well acquainted with recidivism, but their inmates generally don't return to the GrayBar Hotel until at least late in the evening of the day of their release — "celebrating," you know.

Derek Kidd, 32, didn't even make it on the outside for an hour. He and his girlfriend, Sunni Morgan, 22, were released on bond after being charged with disorderly conduct and possession of drug paraphernalia. Officers noticed they got as far as the sidewalk, where they began stopping passersby and asking to use their cell phones.

The not-so-Dynamic Duo looked like what they were: two losers in the Game of Life who just got swept outta jail. Since they weren't begging — "soliciting alms" — there was no chargeable offense, but the

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