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INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

2010 Shooting Industry Masters: This Summer's Hot Ticket Nears Sellout

By Roxanne Smith



FMG Publications Salutes Our 2010 Shooting Industry Masters Sponsors



Thank You For Stepping Up To Help The First Shots Program!

2010 shooting Industry Masters Teams

Aimpoint	Freedom Group (4 Teams)	Project 2000 Range
ATK	Galco Gunleather	RCI
Benchmade (2 Teams)	Glock	Rockcastle Shooting Center
BLACKHAWK!	GunTalk	RSR Group
Brownells (3 Teams)	HAVA	Smith & Wesson (3 Teams)
Bushmaster	Hodgdon	Sportsman's Team Challenge
Callis & Associates	Hornady (2 Teams)	Sturm, Ruger & Co. (3 Teams)
Charter Arms — MKS Supply	Howard Leight by Sperian	SureFire
CORBON	Kahr Arms	Swanson Russell
Crimson Trace	LaserMax	Timney Manufacturing
DPMS	Midway USA	Trijicon
Ellett Brothers	Nation's Best Sports	UCT Arms/Fail Zero
EOTAC	NSSF (2 Teams)	Winchester Ammunition
Fiocchi Ammunition (2 Teams)	NRA	XS Sights
FNH USA (2 Teams)	O.F. Mossberg & Sons	

As this edition of FMG Inside News goes to print, only two team slots remain for the 2010 Shooting Industry Masters.

This year's event promises to be the best match in the eight-year history of the FMG Publications' sponsored event. Standard courses of fire include double-

action revolvers, bolt-action rifles, .22 modern sporting rifles and true 100-target sporting clays. Several side matches are planned, including Three-Gun, sponsored by **FNH-USA**; and Cowboy Action, Long Gun and Concealed Carry, sponsored by **Hornady**.

"If you care anything about the future of this industry, please start putting a team of your best shooters together and plan on attending the 2010 Shooting Industry Masters," said **Steve Sanetti**, of **NSSF**. "You'll have a great time for the best of causes."

(Continued on page 6)

Support First Shots With Your Products

Not able to send a team to this year's Shooting Industry Masters? Your company can still be a part of the event by donating products to the raffle.

All proceeds from the raffle will benefit NSSF's First Shots program. Last year, thanks to the generosity of our raffle participants' and the companies that donated, FMG raised \$25,000 for First Shots.

First Shots is an excellent way to introduce first-time shooters to firearm safety and the shooting sports. First Shots seminars include an introduction to the safe, recreational use of handguns, local requirements for owning and purchasing a handgun, and individual and group training, plus shooting range access.

"FMG does a great job getting all of the industry involved. It really helped First Shots gain some visibility."

"Reaching that new audience is the key," said Cyndi Dalena, First Shots program manager.

This is the second year FMG has donated raffle proceeds to First Shots.

"FMG does a great job getting all of the industry involved. It really helped First Shots gain some visibility," said Dalena.

Donating items to benefit First Shots is easy.

"If you're not able to shoot with us in Grand Island, donating products to the raffle is the best way to make your presence felt at the Masters," said Elizabeth O'Neill, Masters coordinator. "We have a great roster of items up for grabs, but there's always room for more."

To donate items to the Masters' raffle — and step up and help First Shots — contact Elizabeth at 1-888-315-3641.



REP RAP

FMG insiders speak



Audience-Specific Advertising Only!

Steve Evatt American Handgunner

Aaahhh! Here we are, the last days of spring. Summer is right around the corner, and the deadline to reserve space in the November/December issue of *American Handgunner* is July 27! What!?!? I know — some of you haven't even put away the booth from SHOT Show yet, but welcome to our world. Publishing a bimonthly means working months in advance.

Nov./Dec. is the first of *Handgunner's* two Christmas Gift Buying issues, as Nov./Dec. and January/February both come out before the holidays. The Nov./Dec. issue also features our Catalog Showcase, which is always popular with our readers and remains one of the best buys in advertising. If you have not yet been a part of our Catalog Showcase, you owe it to yourself to take advantage of this easy and inexpensive way to fire up interest in your catalog.

“Handgunner’s Nov./Dec. and Jan./Feb. issues are Christmas Gift Buying issues. Don’t miss out!”

A **Para USA** will grace the Nov./Dec. cover, and I'll have a rundown of articles in next month's newsletter. For more information on the Nov./Dec. issue, call me at 1-800-533-7988 or drop me a line at steve@americanhandgunner.com.

A fellow from a New York City ad agency called the other day asking about advertising rates for his client. He began by demanding discounted rates because his client is used to paying only “direct response” rates and refuses to pay rates on a current rate card.

I told him we don't even have “direct response” rates and asked what product the client wanted to advertise. As soon as he told me, I let him know the problem was solved — since we would not take his advertising because of the content.

You see ladies and gents, I'm sure our readers have nothing against erectile enhancement, but that is not what they buy *American Handgunner* for! They buy *American Handgunner* because the articles and advertising are all about their passions: guns, knives and all the great stuff that goes along with them. I don't think that New York guy likes me, but I can live with that.

Next up on the travel schedule is Blade Show in Atlanta, then the Shooting Industry Masters in July. 'Til next time ...



Safety & Security: Be A Beacon Of Light

Andrew Oram GUNS Magazine

As I write this month's newsletter, I can't help but be distracted by recent events.

Domestic unemployment persists at a national average of 10 percent, but a more realistic estimate predicts that one in four men between the ages of 25 and 50 cannot find work. Are you kidding me — 25-percent unemployment for the average American male?

On the environmental front, estimates suggest that upwards of a million gallons of oil a day could be leaking into the Gulf. By the time this column is read, we could be talking about 50 million gallons of oil — or five times the Exxon Valdez disaster in 1989. Environmentalist or not, nobody wants to take a cruise down to the Bahamas on a perpetual oil slick. No clear estimates for damages to the GDP based on fishing and tourism can be predicted, not to mention future tax consequences to fund the cleanup effort. Rest assured, though, both will be severe.

The reason I begin with this dreary predicament is not to tell you the sky is falling. On the contrary, actually. When doom and gloom are on the horizon, people are spurred to action. We become active when we are angry, when we are upset, when we are worried. It is when there is not a cloud on the horizon that we become complacent.

Here is my point: Take advantage of the current negativity and civil unrest and *be active*. People are unsure what the future holds and want security. Be the beacon of light in an otherwise dark and unpredictable world. Strike while the iron's hot.

Get your message out and make sure it is simple, loud and clear: Be prepared, protect yourself and your family, be active and invest in tools that make you self-reliant. In the end, you really can't depend on anyone

but yourself. Your company's products ensure people can do just that.

September's issue of *GUNS* focuses on safety and security products. My message? **ADVERTISE IN IT!** Our readers are active and are interested in your products.

If you would like to find out more about this issue or what months would be a good fit for your company, contact me at 1-866-903-1199 or by e-mail at andrew@gunsmagazine.com.



Home From NRA

Delano Amaguin Shooting Industry

The city of Charlotte, N.C., was host of the 139th annual National Rifle Association Annual Meetings & Exhibits, which attracted speakers including former Alaska Gov. Sarah Palin, radio talk-show host Glenn Beck and Mississippi Gov. Haley Barbour. Although the numbers have yet to be confirmed as of this writing, I wouldn't be surprised if attendance records were broken.

Charlotte rolled out the red carpet and extended their southern hospitality to attendees, who responded with a positive attitude and open wallets, contributing millions to the local economy during their time in the city. NRA attendees also had the luxury of visiting the new NASCAR Hall of Fame next door to the convention center.

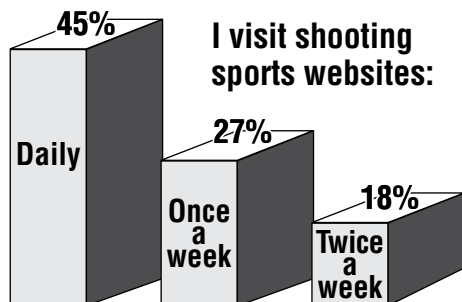
Pete Brownell was inducted as a member of the **NRA Board of Directors**. Pete is the grandson of the founder of **Brownells**, one of the largest suppliers of gunsmithing parts. Pete will definitely be a great addition to the board.

We just started working on *Shooting Industry's* much anticipated long gun-themed August issue. As part of our ongoing efforts to provide dealers with information on the best ways to increase sales, we will take a look at the newest rifles and latest trends. *Shooting Industry* will be the partner of dealers as they prepare for hunting season, creating momentum for year-round long gun sales.



We are working on the last five 2010 issues of *Shooting Industry*. If you haven't already put together your end-of-the-year sales message, now is the time to do it. The deadline to reserve space in the August issue is July 1. For more information, please contact me at 1-888-732-6461.

Recent Survey from *American Handgunner*



Join The Celebration!

Anita Carson FMG Publications

This is always an exciting time of the year for us here at FMG Publications. During May and June, final plans are underway for the Shooting Industry Masters and the Academy of Excellence awards, which is sure to be an action-packed extravaganza.

For those of you who have not yet made your plans to join us in Grand Island, Neb., it certainly isn't too late. Our industry's best and brightest will be present to compete and celebrate — and we invite you to be a part of the event.

Attendees may have a team represent their organization or simply come for the fun, food and networking experience. The two-day event will provide a chance to catch up with peers, form business alliances, brag about shooting skills and contribute to a very worthwhile cause, NSSF's First Shots program.

Certainly another reason to be there is the excitement of finding out the Academy of Excellence award winners. The dinner and Academy reception will take place on Friday evening, July 23, at the Holiday Inn Midtown and, as always, the suspense of finding out who the winners are is extended to the FMG family. The winners' names are kept secret so we will share in your joy and surprise during the ceremony.

Please join FMG and our industry's leaders as we celebrate in Grand Island July 23-24. If you need more information on the event, please call Elizabeth O'Neill at 1-888-315-3641.

We'll see you this summer!



Looking To COP Special Edition

Scott McGregor Special Editions

It's June and the sun is finally out here in the mountains of Utah. We've just closed the fall issue of the 2011 *American Handgunner Personal Defense Special Edition*. Thanks to all of our advertisers! Look for it on the newsstand July 20.

I've just returned from the 2010 **FNH USA** Midwest 3-Gun Championship at the **CMMG's** Fire For Effect Gun Range in Fayette, Mo. It was a great match. With the three weeks of rain the area received, it was muddy, which made it that much more challenging to stay on your feet, along with shooting the match. Three-gunners are a hearty bunch — some competitors were into their 70s! — and while there were some complaints and a lot of muddy boots, everyone buckled down and shot the match.

I shot FNH USA guns, including a SCAR 16 with a **Vortex Optics** Razor 1-4x24 scope and **Warne** R.A.M.P. mount, a SLP shotgun and an FNX-9 pistol, all of which ran flawlessly in the mud. Thanks to FNH and CMMG!

The match also was the third stop on the 3-Gun Nation tour, and the shoot off didn't disappoint. Be sure to watch for "3-Gun Nation" on Versus in July, and check out www.3gunnation.com.

Our next FMG Special Edition is the 2011 *American COP* Special Edition. It's full of the informative editorial you've come to expect from Editor Sammy Reese and the rest of the FMG editorial staff. They draw from their extensive law enforcement experience to bring you the best products and training, including:

- Magic Bullets: Are We There Yet?
- **5.11 Tactical's** Light For Life
- **Rohrbaugh's** R9 Concealable Pistol
- 50 Round: A Minimalist's Approach To Practice
- **Taser:** The Five-Second Ride
- .50 GI **Glock** Conversion
- Gearing Up For SWAT
- Kit Up Your K-9
- Owning The Night: Night Vision For Dummies

We'll also be running the Website Showcase for \$175, which is the best deal in town to gain exposure for your website. We will distribute 45,000 copies internationally, with a sell-through rate of nearly 50 percent!

Don't miss this great opportunity to get your product out there. The advertis-

ing deadline for the 2011 *American COP* Special Edition is June 24, with ad materials due June 30.

Let me know if you have any submissions for our New Product Spotlight or want to know more about the rest of the FMG Special Editions. They're a great deal at roughly half of the cost of the regular issues. Please call me at 1-800-553-7780 or reach me via e-mail at scott@gunsmagazine.com.



Police Security Expo Is The Ultimate Showcase

Denny Fallon American COP

The creators of the nation's elite law enforcement products and services are just moments away from showcasing their latest innovations at the Police Security Expo, which will be celebrated June 22-23 at the Atlantic City Convention Center.

"The countdown has begun," pronounced **Miles Watkins**, the voice of the Expo. "We're not sure who is more excited: the exhibitors, the attendees or all of us who have been hustling to make this Expo the best yet."

"We're fired up and ready to roll," said **Frank Harris**, the omnipresent marketing and communications guru for **Kahr Arms**. "Law enforcement is a significant portion of our business, and this show offers us such a great opportunity to present our product line in a big time atmosphere."

Visitors to the Kahr Arms booth will see the nifty new PM9 and PM40 pistols outfitted with the **Crimson Trace** Laserguard sighting system. The grip not only blends seamlessly, but the ultra-compact diode housing helps the handgun maintain its stealth.

The creative crew at 5.11 Tactical seems never to sleep, as evidenced by an avalanche of cool new items. Among the products on display are the Light For Life flashlight, tactical polo shirts, the new Rush 12 backpack, six new tactical gloves, nine knives and edged tools and protective eyewear.

Gene DeSantis and son **Dan**, the one-two punch at **DeSantis Holsters**, have a variety of new holsters for law enforcement. The Dragon Fly Rig is an ultra-comfortable shoulder holster designed for the **Beretta** 92F, 92FS and M9 models and the **Heckler & Koch** USP Compact 9mm, .40 cal and Model P2000.

Also from DeSantis is the DSD

(Continued on page 6)

AMERICAN HANDGUNNER®

From the Editor:

Roy Huntington

Slimmer SIGs

Always known for their uncompromising quality, accuracy and reliability, **SIG SAUER**'s latest offering surprises and pleases many.

The classic P-226 and P-229 semiautos are longtime police and self-defense mainstays, but have always "suffered" from a big grip profile. Many shooters with medium- to smaller-sized hands had, until now, simply compromised their comfort and learned to live with the large grips in order to enjoy SIG performance.

Now, SIG has dramatically redesigned the grip profiles of these two superior handguns, offering significantly smaller grip/girth profiles. Called the E2 for Enhanced Ergonomics series, this is an exciting change for shooters everywhere.

Dave Anderson wrote a cover feature on the new guns for *Handgunner's* September/October issue. "The most notable feature of the new models is a slimmer grip frame. This is achieved with no sacrifice in magazine capacity. In fact, the E2 pistols use the same magazines as their standard counterparts. The alloy grip frame is slimmer, with textured grip panels slipping over the frame rather than being secured by grip screws. Another feature is a 'reduced-reach' trigger."



It's obvious Dave is excited about the new changes.

"I had a number of people handle and compare the standard 226 and its newer counterpart. From 5'4" women to 6'-plus men, every one preferred the feel of the E2 grip. Rather than saying the new models are for those with small hands, I'd say the new models are better suited to the majority of shooters, while standard models are better for those with large hands," Dave said.

"To me the new models felt much like the (very slightly slimmer) **Browning** Hi-Power. **SIG SAUER** probably won't appreciate the comparison, but I consider it high praise. Chances are, unless your hands are really oversized, you're going to like the feel and handling of these new models."

There's lots more, including handgunner accessories and all things high-tech from John Connor, and a focus on **IMR** Trail Boss powder by John Taffin in his "Handloading" column.

Drop me a note at editor@american-handgunner.com if you'd like to see your products and services featured in our sterling pages!

AMERICAN COP

From the Editor:

Suzi Huntington

Fashion Police?

For those who wear a uniform every day, comfort, durability and performance end up being an important part of their clothing. While guns, lights, lasers, fast cars and ammo that can blow a bad guy's car off the road are all cool, if your feet hurt and you're cold, none of that other stuff seems very important. So — while it may not seem to be a glamorous topic — we're covering duty uniforms in our September/October issue.

Remember, *American COP* is all about giving working cops of all kinds the tools they need to keep safe, do their job better, stay warm and — the last all-important part of that equation — look sharp while they do it! Our feature on duty uniform gear will update our readers on what's new, how it performs and how it can help them in the field. If your company is involved in this part of our L.E. industry, get involved and show us what you do!

With the proliferation of electronic gear in a cop's four-wheel office, questions concerning occupant safety during a collision have come up. With the many ways to mount laptops and mobile computers



A cop's "office" is increasingly crowded, thanks to the explosion of electronics in today's police cars. What dangers lurk because of it?

between the front passengers, the performance of the mounting systems in a crash is critical. Interference with air-bag deployment, laptops breaking loose from mounts and knees and arms striking steel mounts all become important. *American COP's* High Tech Editor, Jim Donahue, tackles this essential part of today's cop car. His take on which is safer, laptop versus MDT, might surprise you.

Can you see in the dark? We can — well, at least with the **FLIR** H-Series infrared units we've been testing. Now, a beat cop can have a handheld heat-imaging device for evidence searches, general observation, surveillance, canyon searches, seeing what parked car is still "hot" at midnight in a business district — you get the drift. We were impressed with the technology. Take a look to see how it can help on your beat.

If you're interested in seeing your products and services in *American COP's* editorial pages, give me a shout at suzi@americancopmagazine.com and we'll get the ball rolling.

SPECIAL EDITIONS

From the Editor:

Sammy Reese

Memorial Day Ruminations

While waiting to order an overpriced cup of coffee yesterday, I overheard two ladies talking about their plans for Memorial Day weekend. One said her family is doing a barbecue with friends, and the other was elated to have an extra day off.

Later that same day, while driving my kids home from school, my 8-year-old son asked me, "Dad, how much longer will the Marines be fighting the war?" I guess the quote about "our best and bravest are off fighting for our freedom while the rest of America is at the mall" is alive and well.

My son's question was what my wife and I call a "teaching moment." I explained to him the U.S. was still at war, and several

of my friends were in Afghanistan and Iraq fighting to keep us free over Memorial Day. What I left unsaid? There were no barbecues or extra day off for them.

I made a mental note to ensure my son and daughter are kept more informed about current events — and especially not to let them forget brave men and women are fighting for our freedom every day.

Hunt Of A Lifetime

I just returned from my first bear hunt in Alberta, Canada. I was the guest of **Marlin Firearms** and **Swarovski Optik** for what I have told anyone who will sit still long enough to listen was an amazing hunt.

Bill Vaznis, editor of *Bear Hunting Magazine*, was also in camp. Bill told me I was the luckiest rookie bear hunter he had ever seen, as taking two bears over 7' was quite a feat. I did my part, but my guide John gets the credit for putting me where the big bears live.

The Marlin 1895GBL in .45-70 topped off with the Swarovski Z6i 1-6x24 with illuminated reticle was quite the setup for hunting in the often-dark timber. A special thanks to **Cabela's** for keeping me warm, dry and bug free from head to toe.

Shooting Industry Masters

The Shooting Industry Masters and Academy of Excellence award ceremony are quickly approaching. If you are on the fence about attending, I say there is nothing to think about — call Elizabeth O'Neill and get signed up at 1-888-315-3641.

If you can't make it and would still like to participate by donating prizes for the raffle — with the proceeds benefiting NSSF's First Shots program — please contact Elizabeth. I hope to see you all there.

GUNS®

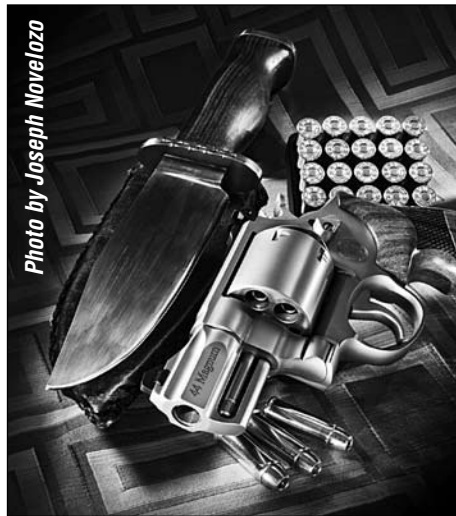
From the Editor:

Jeff John

Trail Bustin' At GUNS

The power available to today's handgun shooters was unheard of just a few years ago. Yet, many shooters still find the .44 Magnum as much handgun as they can comfortably shoot — and shoot enough to stay in practice.

The venerable old .44 fits in a more compact firearm, and **S&W's** new Model 629 features a short 2 5/8" barrel with an unfluted cylinder. At less than 40 oz., it is light enough to pack comfortably, yet still



heavy enough to handle full-power .44 Magnum without severe punishment. Who better to wring out the now little, big .44 than John Taffin?

Since this is an optics-themed issue, it's time to learn how all the new reticles can be employed. Optics columnist Jacob Gottfredson gives readers hints on learning to use these new reticles before going afield. Among the popular ones explored are **Leupold's** TMR, **Swarovski's** BRX, **Nightforce's** NP-R2 and **Zeiss's** RZ800.

Continuing the theme, John Barsness shows us how to test our riflescopes before heading out, so we know how well our scope is performing and how to identify common problems.

Speaking of rifles, John Taffin had long dreamt of a full-stocked **Mannlicher-Schoenauer** carbine in 6.5x54mm. Now a valuable collector's item, it seemed his dream would never be realized.

Then, **CZ-USA** began importing their svelte Model 550 in a Mannlicher-style full stock in 6.5x55mm. John chose a **Burris** scope, this time a 4.5-14X for his CZ. Factory ammo from **Federal** was tested alongside handloads featuring **Hornady**, **Nosler**, **Remington**, **Sierra** and **Speer** bullets over powders from **Accurate Arms** and **Hodgdon** in **Winchester** brass with **Federal** 210 primers.

SHOOTING® INDUSTRY

M A G

From the Editor:

Russ Thurman

Masters Attracts Record Numbers

The 2010 Shooting Industry Masters has already set records — and the first shot hasn't been fired. A record number of companies have entered teams, and a record

number of sponsors have signed on to support this FMG event.

We're actually very close to the maximum number of teams we can handle for this year's match. I know that sounds like a sales pitch — it is not. If your company plans to enter a team, now would be the time to contact Elizabeth O'Neill, Masters coordinator, at 1-888-315-3641 or elizabeth@shootingindustry.com.

Remember, the Shooting Industry Masters raises money for NSSF's First Shots program, which helps build the customer base for all our businesses. If you would like to donate products for the Masters raffle, contact Elizabeth.

Ruger Announces 357 Ways To Win

Ruger has undergone significant manufacturing and product changes over the past few years, with positive results in the marketplace. It has also revamped the way it communicates with consumers, including an enhanced website, featuring "Tell The CEO!" and "Ask Ruger" options.

Now, the company continues its creativity in attracting consumers with its "Ruger 357 Ways to Win" sweepstakes. In support of the introduction of the new Ruger LCR-357 revolver, 357 LCR-357 branded items will be given away, including five of the new revolvers.

"We had great success with the introduction of the original LCR, and we're confident this compact revolver chambered in the powerful .357 Magnum will also do very well in the marketplace. The 'Voice of the Customer' program helped design this gun, and we're happy to give back to our customers with this sweepstakes," said **Michael Fifer**, Ruger CEO.

For a complete list of prizes and terms and conditions, visit Ruger.com/357WaysToWin.



SCAR Reaches Final Milestone

Congratulations to FNH USA for receiving notification that its SCAR Acquisition Decision Memorandum was approved and

(Continued on page 6)

Proceeds from this year's Masters raffle will benefit NSSF's First Shots program.

"FMG has always been a fabulous supporter of NSSF, overall," said **Cyndi Dalena**, First Shots program manager. "Last year, to hear that FMG was supporting the First Shots program through the Masters was an incredible feeling."

Bringing attention to First Shots is something every attendee of the Masters can be proud of, and the event could not be held without the industry's involvement.

"We are grateful for the overwhelming support we have received from the industry," said Russ Thurman, match director. "The record number of sponsors, teams

and raffle donations speaks highly of companies and their commitment to support the First Shots program. Their participation also supports FMG's dedication to promote our shooting heritage and the growth of our industry."

As the Masters draws closer, excitement in the industry is revving up.

"I think this will be the best shoot in the history of the Masters. The range has phenomenal facilities," said **Steve Hornady**, Hornady president. Hornady Manufacturing is hosting this year's match, which will be held at the Heartland Public Shooting Park in Grand Island, Neb.

In addition to supporting a great cause,

fun and industry-wide camaraderie is the order of the day at the Masters.

"We're serious about defending Team P2K's last place title!" said **Dennis Rohman**, Team P2K Range.

"The Shooting Industry Masters is a great team-building experience, as well as a relaxing networking event," said Wylie Smith, Team RSR Group. "I particularly enjoy the shooting matches and getting the opportunity to have some friendly competition."

We hope to see you there. For more information, visit www.shootingindustry.com or call Elizabeth O'Neill, Masters coordinator, at 1-888-315-3641.

PSE Is The Ultimate Showcase

(Continued from page 3)



Submachine Gun Rig, accessorized with a double magazine pouch. And two new holsters, the Eighteen-11 holster and the Facilitator for Glock Models 17 through 27, will please Glock, **SIG** and H&K users.

Police vehicles always have a magnetic affect on the Expo audience. The **Chevrolet** Caprice PPV patrol cruiser will delight those impressed by speed and grace, while **Lenco Armored Vehicles** will wow all with the strength and power of its trio of ballistic-engineered response trucks.

The Lenco Bear Cat, B.E.A.R. and ProCat are monsters with enough armored steel plates and multi-hit resistant glass to dominate in even the most threatening of situations. **Lenny Light, Jr.** and his team are understandably proud of their workmanship, which includes arming their vehicles with blast fragmentation-resistant floors, gun ports, roof hatches with rotating turrets and gun mount platforms.

For the noble patrol officer, whose feet are his secondary mode of transportation, **Original S.W.A.T.** will have an excellent selection. Among the variety will be the new WinX2 boot line, which boasts unsurpassed quality at an eye-poppingly affordable price tag.

EOTech Systems is one of the leaders in law enforcement apparel, and the response to its Discreet Apparel collection has been thunderously positive. Among the "under the radar" offerings is

a four-pocket tropical short-sleeve shirt, a "mechanic-style" short-sleeve shirt, a shooting sports polo shirt and a fashionable pocket polo shirt.

Otis Technology has exploded in popularity, but the upstate New York company still merrily specializes in developing hot products, with keen attention paid to customer service. The **Williams family** will be at the Expo in force, showing its new AR-15 M4 carbine free-floating Picatinny quad rail and 18 maintenance products. The star is the new law enforcement Elita cleaning kit, specifically created for cleaning and maintaining all popular police rifles, shotguns and handguns, from .223 cal./5.56mm through 12 gauge.

And for those who frown at all the manufactured celebrities promoted by Hollywood, Medal of Honor recipient Sgt. Sammy Davis will be sharing his class and dignity at the **Voodoo Tactical** booth.

It's IACP Time!

The upcoming September/October issue of *American COP Magazine* will feature a preview of the annual International Association of Chiefs of Police Show, which will be held in Orlando in October.

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

SCAR

(Continued from page 5)

signed on April 14, 2010. This authorizes the production and deployment of the SCAR MK 16, MK 17 and the Enhanced Grenade Launcher Module (EGLM) MK 13. It's been a long road for the SCAR, with numerous successes for the unique battle rifle.

"We believe that the SCAR is the most flexible, reliable and cost-effective small arms weapons system ever offered to America's servicemen and women, and that it will give them a significant operational advantage in both present and future conflicts," said **Mark Cherpes**, vice president of military operations for FNH USA.



Bushmaster Issues Man Card



Inspired by an overwhelming response to its "Consider Your Man Card Reissued" sweepstakes, **Bushmaster Firearms** announces the latest part in the series: the Man Card online promotion.

To become a "card-carrying man," visitors to www.bushmaster.com must answer a series of manhood questions. Upon successful completion, they will be issued a

temporary Man Card to proudly display to friends and family.

Visitors can also call into question or even revoke the Man Card of friends they feel have betrayed their manhood.

The Man Card has helped Bushmaster increase its Web site traffic, by creating an interactive venue.

Remington Unveils 1911, Finally

Remington's introduction of its 1911 R1 was well received at the NRA event in May. The pistol's unveiling has long been anticipated, and it places the company back in the handgun business. There is, however, still strong speculation that **The Freedom Group** will acquire a full-product handgun company.

In the meantime, the Remington 1911 R1 is a good start. The company will sell a lot of the pistols because of the "Remington" engraved on the slide. How it will compete in the long run with the vast number of 1911s on the market remains to be seen, especially with the 100th anniversary of the classic pistol next year.



HANDGUNNER AMERICAN HANDGUNNER

80% of American Handgunner survey respondents plan to spend more money on their shooting hobby this year.

50% of American Handgunner survey respondents will make an auto pistol their next firearm purchase.

20% will buy a rifle.

18% plan to buy a revolver as their next gun.

(Data from *American Handgunner* July/August 2010 Gun Giveaway survey.)



Back Blast *(Continued from back cover)*

like the living dead. It musta been a treat for them, 'cause ordinarily, to see undead ghouls for real, they'd have to go as far as San Francisco or Los Angeles, and wander downtown late at night.

A Man Who Knows What He Wants

Ninety-two-year-old Charles Pierce loves a hearty breakfast, and won't let a little thing like a driving accident stand in his way — even if he's the one who caused it, crashing his sedan through the wall of his favorite biscuits-an'-gravy joint.

Witnesses said a lone diner had just left his seat at the counter of Biscuits-N'-Gravy and More in Port Orange, Fla., when a car slammed right through the wall and took his place. Out of it stepped Charles, who sorta shook off some debris, asked if anyone was hurt, then sat right down, called for a waiter and placed his order.

He had cleaned his plate and was slurpin' down the last of his OJ when officers arrived to cite him for reckless driving and summon a tow truck. Damages to the restaurant were estimated at \$25,000. We hope Charlie left a nice tip.

Digital Editions By The Numbers

10,904 unique visitors read the July/August 2010 issue of *American Handgunner* online in the first week of publication.*

125,603 visitors have read the January through June 2010 issues of *GUNS* Magazine online.*

505,007 visitors comprise the combined online readership of all 29 issues of *American COP* since August 2008.*†

* Advertisers in these issues continue to receive BONUS online circulation every day at no additional charge.

† The first issue of *American COP* was September/October 2005. Online editions were first available in August 2008.



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- Fashion Police?
- Police Security Expo Is The Ultimate Showcase
- Trail Bustin' At *GUNS*

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BACK BLAST

& OTHER HOT GASES

Demand Registration Of Assault Trouser-Ferrets!

Forget registering firearms! Something has to be done about the proliferation of "assault trouser-ferrets"!

OK, so maybe they're not proliferating — not yet, anyway. But since the relatively gun-friendly state of Florida considers them "special weapons" and presumably deadly, shouldn't we take action *now*?

This saga began when 38-year-old Rodney Bolton allegedly picked up a \$129 ferret in a pet shop in Jacksonville Beach, stuffed it down his pants and tried to sneak out without paying for it. When Bolton was confronted by a witness in the parking lot, he is said to have reached down, pulled out the ferret and shoved it into the witness's face. Perhaps not surprisingly, the ferret promptly bit the witness right in the chops.

Now, technically, under Florida law, since

injury resulted from using this "other-than-otherwise-listed" device to commit an assault, the trouser-ferret becomes a "special weapon," jackin' up the criminal battery charge to a higher level. Yeah, kinda like smackin' your fiancée upside the head with an endangered tortoise you're swinging by one foot. That one happened in Florida, too.

If Bolton is convicted, we suggest he be sentenced to having the ferret repeatedly jammed down the front of his trousers until, well, until something punitive happens.



Illustration: Nick Petrosino

Fortunately, No Shots Were Fired

When sheriff's dispatchers received calls about a screaming woman being dragged through a parking lot in Coloma, Calif., by what appeared to be a bunch of maimed traffic accident victims, they figured *there's something weird about this*, but also, *we better get deputies there fast!*

Eight Eldorado County deputies screeched up posthaste, and at first glance, it seemed the reports were true: a gruesome group of gangrenous-lookin' ghouls with huge gaping wounds and protruding broken bones were indeed mauling a screamin' female.

Just in time, they spotted other sorta-normal folks manning movie cameras and carrying clipboards, frantically waving the cops off. It was actress Ann Hensen and a movie crew filming a zombie thriller. We're guessing a B-grade "block-cracker" as opposed to a "blockbuster."

Deputies said the makeup was good though, and the zombies actually looked

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