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FMG-INSIDE NEWS

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

2010 Presents Challenges And Opportunities

By Russ Thurman



The industry begins 2010 facing a struggling marketplace, high unemployment and an ever-lingering anxiety about Washington, D.C.-based anti-gun assaults. Ironically, these elements fueled greater-than-expected sales in some segments of the industry in late 2008 and most of 2009.

“While 2010 unfolds with many challenges, it also holds great opportunities.”

Initially, there was fear of an all-out push by President Obama to make good on his campaign promise to seek reinstatement of the Assault Weapons Ban. Mixed with the uneasiness of firearms being banned was the fear of increased crime, driven by the high rate of unemployment. Self-defense purchases, many of them by women, created brisk business.

These factors continue into 2010.

It would be wise not to be lulled into

complacency by a lack, thus far, of Obama administration-driven anti-gun initiatives. Nor should anyone take comfort in Attorney General Eric Holder’s reported written comments to senators in November 2009, indicating the Obama administration may be softening its position concerning pushing for reinstatement of the Assault Weapons Ban.

Remember, Holder told reporters the following in February 2009:

“As President Obama indicated during the campaign, there are just a few gun-related changes that we would like to make, and among them would be to reinstate the ban on the sale of assault weapons.”

Remember, then-candidate Obama featured on his Web site the statement concerning his and then-candidate Joe Biden’s position: “They also support making the expired federal Assault Weapons Ban permanent, as such weapons belong on foreign battlefields and not on our streets.”


We must remain on guard and diligent,

(Continued on page 6)

FMG’s SHOT Booth Schedule

FMG Publications will have two booths at SHOT Show — #15327 in the Firearms and Ammunition Section and #20227 in the Law Enforcement Section. Booths will be staffed with editors, advertising sales managers and writers, who are available for questions, comments and just to talk shop. As always, we’ll also be handing out copies of all our publications.

Stop by! We look forward to seeing you at SHOT!

FMG STAFF BOOTH SCHEDULE	
TUESDAY	WEDNESDAY
8:30-10:30	
Anita Carson Russ Thurman Shari LeGate	Steve Evatt Roy Huntington
10:30-12:30	
Steve Evatt Roy Huntington Clint Smith	Anita Carson Russ Thurman Shari LeGate
1:30-3:30	
Sammy Reese Scott McGregor	Andrew Oram Dave Anderson
3:30-5:30	
Andrew Oram	Sammy Reese Scott McGregor
THURSDAY	FRIDAY
8:30-10:30	
Andrew Oram Shari LeGate	Sammy Reese Scott McGregor
10:30-12:30	
Sammy Reese Scott McGregor	Andrew Oram Dave Anderson
1:30-3:30	
Anita Carson Russ Thurman	Steve Evatt Roy Huntington
3:30-5:30	
Steve Evatt Roy Huntington Clint Smith	Anita Carson Russ Thurman
 Stop and See Us BOOTH 15327 During the 2010 SHOT Show®	

AMERICAN COP BOOTH SCHEDULE	
TUESDAY	WEDNESDAY
8:30-10:30	
Mark Hanten Denny Fallon	John Russo Delano Amaguin
10:30-12:30	
John Russo Delano Amaguin	Mark Hanten Scott McGregor
1:30-3:30	
Suzi Huntington	Denny Fallon John Russo
3:30-5:30	
Roy Huntington Delano Amaguin	Suzi Huntington Mark Hanten
THURSDAY	FRIDAY
8:30-10:30	
Denny Fallon Mark Hanten	Suzi Huntington John Russo
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Roy Huntington Suzi Huntington	Mark Hanten Denny Fallon
1:30-3:30	
Delano Amaguin John Russo	Delano Amaguin
3:30-5:30	
Suzi Huntington Denny Fallon	Delano Amaguin Suzi Huntington
 Stop and See Us BOOTH 20227 During the 2010 SHOT Show® 	

REP RAP

FMG insiders speak



Looking To Handgunner May/June & SHOT

Steve Evatt American Handgunner

With many of you gearing up for SHOT Show, I won't hit you with a lot of details regarding the upcoming May/June issue of *American Handgunner*. Most of the information was in the December FMG newsletter, but here's a reminder that the closing date for space reservation is January 27. Don't forget the May/June is a Catalog Showcase issue, and a great way to get your catalog in front of thousands of end users who never get a chance to see all the goodies at SHOT.

Speaking of SHOT, included in this newsletter are the booth schedules for editors, writers and ad sales teams for both our L.E. publication, *American COP*, and our stable of firearms publications, *American Handgunner*, *GUNS*, *Shooting Industry* and our Special Editions. If you are interested in discussing editorial content or your plans to put together an advertising schedule, please make it a point to visit us at the show. We will have all the information you'll need, including production schedules, editorial calendars, rates and publication dates. We're there to help, so please take advantage of it.

Support The Masters

Finally, many of you have heard by now that the Shooting Industry Masters, which benefits the NSSF's First Shots program, has become, without a doubt, one of the most important events in the industry. If you would like to learn more about how you can support this great program and have an absolute blast doing it, drop by and see us at booth #15327 or contact Elizabeth O'Neill, match coordinator, at elizabeth@shootingindustry.com. 'Til next time ...

CLICK
Through
The Latest
Issue

www.americanhandgunner.com



Andrew Oram GUNS Magazine

Wishing You A Prosperous 2010!

The difference a day makes can change your attitude as easily as flipping a light switch.

Just look around when you drive to work on Friday. People seem to be happy, ready to rush through their day and get their weekend started. Come Monday morning, you would think the sky was falling judging by the melancholy blank stares of the early morning commuters.

What's the difference? You typically have the same routine, same errands to do, the same coffee break and conversations with coworkers. Mondays and Fridays aren't that different, are they?

***“When we are motivated
by fear, we make rash
decisions and struggle.
When we stay positive,
we prosper.”***

Of course they are! Fundamentally there is no difference, but the way we approach these two days couldn't be more different. Not surprisingly, attitude and outlook play an important role in how we approach each individual day, what we get out of those days and what we see in store for us in the future.

It's easy to focus on the short term because it's what we are familiar with. How can we imagine what's in store for us 30 years from now? The simple answer is, we can't. When it comes to concrete things, such as fixed assets, it's probably better to follow trends. You may have a paper loss when it comes to your home and your retirement, but that's all it is — paper. Until you cash it in, it doesn't make a difference.

As we begin this New Year, take a moment to review your emotional health. It's hard to feel fulfilled every day, no matter what you are doing, but make sure that whatever it is, you stay positive and feel good about it. It's infectious. When we are motivated by fear, we make rash decisions and struggle. When we stay positive, we prosper. As Americans that has been our past, and as Americans that will be our future.

I wish you a happy, healthy and prosperous New Year!



Delano Amaguin FMG Publications

New A-TACS Camo Pattern

The new A-TACS camo pattern makes me think of a Monet painting — if he used desert tactical colors.

The new camouflage pattern is said to help break up the outline of the human body. Many of the modern digital camouflage patterns currently in use by the tactical community have flaws. The square pixels used to create the distortion effect do not replicate the shapes, forms and shadows of the environment they are deployed in — especially when viewed through optics. The 90-degree angles and limited use of natural colors can, in many cases, make detection easier.

“I am very happy that we are involved in the A-TACS project. Of all the camo patterns I have seen over the years, this is the first one to break from tradition and actually make sense,” said Fernando Coelho, president of EOTAC.

Companies participating in this unprecedented launch include **Remington, Bushmaster, DPMS Panther Arms, Danner, EOTAC, Tactical Assault Gear, Blue Force Gear and Emerson Knives**. The formal release of the pattern is scheduled during SHOT Show 2010 at a press conference. Additionally, the A-TACS team will demonstrate how items from different licensees work together to provide their Total Camouflage Solution.



The new A-TACS camo pattern breaks up the outline of the human body.

Online Opportunities

We continue to expand our advertising opportunities on our FMG Web sites. There are new advertising options in our e-mail blasts. Only one banner ad is available per e-mail blast. Space is extremely limited. Please contact me immediately regarding availability. This is a great opportunity to get your message directly to the readers.

We just started working on the May/June issue of *American COP*. This issue will feature our Web Site Showcase section. You can reserve your spot in the Web Site Showcase directory for \$399. 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 contact me at 1-888-732-6461.



Let FMG Help With Your 2010 Media Decisions

Anita Carson Shooting Industry

Here's wishing all of our readers, advertisers and business partners a very Happy New Year! May it be filled with much success and happiness.

As we all know, the New Year will bring new challenges, changes and opportunities. Many of you have had to trim budgets, and you're probably wondering how this will impact advertising media options and how you will be able to maintain an integrated advertising program.

FMG will be able to assist you with the many questions you might have as you face the New Year, such as: How can I ensure that new prospects in the market are learning about my products? Am I investing the

right amount of funds in print advertising? During which purchasing stages do publications have the greatest influence? How do I enhance the effectiveness of my online marketing program? These are just some of the questions you might have as you embark on your marketing and advertising journey for 2010.

"We have a comprehensive Advertising & Marketing Guide, which will assist you in this ever-changing, integrated media world."

FMG is here to help you with the many questions you have. We have a comprehensive Advertising & Marketing Guide, which will assist you in this ever-changing, integrated media world. If you're looking for facts to support your 2010 media decisions, you'll find them among the results from the more than a dozen studies in this year's guide. Your questions relating to how to best support the integrated communications program will be found in the Guide, which is packed with information and insight.

And it's available free of charge! Please call or e-mail me for more information on how to receive this invaluable advertising guide.

March: Long-Gun Market

The March issue of *Shooting Industry* will review the long gun market and how to make the best of turkey hunting selling time. Merchandising turkey-hunting products requires a strategic plan, and we'll help dealers stock the products that should be on their shelves during the turkey-hunting months.

We'll also look at the ever-expanding cutlery market and what dealers should do to sharpen their knife sales.

The March issue of *Shooting Industry* has an advertising sales deadline of January 29 so please contact me soon at anita@shootingindustry.com or 1-866-972-4545.



Denny Fallon American COP

Commander Gilmore Lets It Fly

Blend 25 years of law enforcement experience with some Vietnam War shrapnel, a healthy dose of vinegar with a wit twisted by reality, and — presto — our favorite alter ego appears before us.

Commander Gilmore's acid observations have appeared in various forums for decades, including in our own *Shooting Industry Magazine*.

(Continued on page 6)



Two New Special Editions!

Scott McGregor Special Editions

By the time you read this, we'll have made it through another holiday season and will have already welcomed in 2010.

You can count on FMG to continue to provide you with the exceptional FMG Special Editions to which you're accustomed. For 2010 you can look forward to the same great titles and two NEW titles! Here's our lineup:

2010 *American Handgunner Personal Defense* Special Edition

2010 *American Handgunner* Special Edition

2011 *GUNS* Special Edition

NEW ISSUE! 2011 *American Handgunner Personal Defense* Special Edition (*That's right, a second Personal Defense issue!*)

2011 *American COP* Special Edition

NEW ISSUE! 2011 *American Handgunner Reality Check* Special Edition
2011 *American Handgunner Tactical* Special Edition
2011 *GUNS Combat* Special Edition

You can see Sammy's been busy coming up with ways to get more room for all the editorial, new products and your advertising in the Special Editions!

I'm excited about the second *Personal Defense* Special Edition. With personal awareness, personal defense and concealed carry continuing to be hot topics addressed by the FMG staffers, it's sure to be a winner!

The 2011 *American Handgunner Reality Check* Special Edition is going to be like nothing we've seen before. I'm not even sure exactly what to expect, but judging from the e-mails we've traded for the last few months, it will help your products reach an entirely new audience, plus the longtime Special Edition fans.

We'll start the year with the 2010 *American Handgunner* Special Edition, so let me know how we can help you! Send

me your new product releases and check out our Special Edition rates, along with the Web Site Showcase. In a tight economic situation, the FMG Special Editions make even more sense for those of us who've had to tighten the belt a little. Or a lot, for that matter!

If you're heading to the SHOT Show, be sure to stop in and say hello at one of the FMG Publication booths in the main hall (#15327) or in the L.E. section (#20227). We'll be there and it's a great chance to say hello. And, it may be one of our only chances of the year to put a face with that voice on other end of the line calling to bug you about your advertising. Unless, of course, we see you at the Shooting Industry Masters in July. If you see me at any three-gun or pistol events in 2010, be sure to say hello!

You can also see what we've been up to on Facebook. Just find the FMG Publications page and become a fan.

Happy New Year! Best wishes to you in all of your personal and business endeavors.

Contact me at 1-800-553-7780 or scott@fmgpublishations.com.

AMERICAN HANDGUNNER®

From the Editor:

Roy Huntington

J-Frame Madness

Much of the buying frenzy that is slowing as we speak extended past the black-rifle business and into small-frame revolver territory. As a matter of fact, it extended *deeply* into small-frame revolver land. Dealers — and our readers — tell me the popularity of these guns (think **S&W** J-frame, Ruger LCR and the various models from **Taurus**) has never been stronger.

We'd like to take a bit of credit for that. Most of us guys at *Handgunner* are old wheel-gun fans, and we've spent no end of money on fancy paper to print articles about revolvers. And, of course, for your enjoyment.

It's helped out it seems, and now S&W has extended its line of J-frames to include six new sweetheart models, featuring slightly longer barrels and a host of other options and features sure to attract your attention. Stay tuned for a cover feature by Massad Ayoob on them in the May/June issue.

FMG's own John Connor gives us his take on packs and bags in the same issue. Today we all seem to have, as John says, "more ephus" to tote around. Makers have responded with an almost bewildering array of answers to the problems. I say "almost bewildering" because Connor tells us what



5.11 Tactical's Bail Out Bag has an easy-carrying cut, and holds an amazing amount of gizmos. Made tough and tactical, it's a fine design for ... well ... bailing out.

works and why — and for what. Check out the feature "Pack It In And Load It Up!" in the May/June issue.

Something's hot from **Springfield Armory**, and it has an "XD" name on it. Check out the feature by me on Springfield's compelling XD Sub-Compacts and something new — the XDm 3.8!

New FMG Service

Check out a new service we are introducing with this issue.

When a reader goes to www.americanhandgunner.com/productindex (or clicks on that link on our home page) they see a long — and growing — list of companies featured in our pages — and in the pages of all of our FMG publications. When they click a company name, it displays a link to articles that have appeared about that product and a link to the manufacturer's Web site. Very easy, all in one place and sure to please info-hungry readers. There's this and lots more, so tune in.

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 and I'll get back to you.

AMERICAN COP

From the Editor:

Suzi Huntington

Eating Light In The New Year

The holidays came and went, and I'm glad to have the SHOT Show to use as a means of making those extra few pounds that came and stayed — go. Nothing like eating light and pounding the aisles to keep my girlish figure.

Speaking of eating light, check out my feature "Eating Light" to find out all the latest trends (pre-SHOT) in the world of flashlights. I got to test a dizzying array of flashlights from the likes of **Streamlight**, **SureFire**, **ASP**, **Insight Tech-Gear**, **Novatac**, **Bushnell**, **BLACKHAWK!** and **Nightstick**. Battery and bulb technology has improved so much over the past few years that most everyone is bringing to market significantly brighter and longer running lights than ever before. A newcomer to this mix, **Bluestone Lighting**, even does this with lights that use good old-fashioned C- and D-cell batteries — which virtually all police agencies have in their larders.

In "Batteries Not Included," Mark Hanten



Nightstick NSR flashlights are designed for heavy-duty use.

features **5.11 Tactical's** Light For Life flashlight. This light is pretty revolutionary because it doesn't use batteries at all, but a technology involving *ultracapacitors*. This amazing technology, akin to voodoo magic, gives the light about 90 minutes of run time — from a 90-second charge! Yes, I said 90 *seconds* to charge, not 90 minutes. So now it seems we have lights with no batteries. What's next — guns with no bullets? If that ever happens, you're sure to hear about it first in *American COP*.

As part of my duties as editor, I must keep connected with what's happening in law enforcement. I went for a ride-along with a moderate-sized police agency in a neighboring community and was amazed at how young the average patrol cop was on this agency — and many of the surrounding agencies, too. Most of the officers in the field only had about two to four years under their duty belts. I wondered, where are all the old guys going? Who do these new wonder-rookies have to turn to? Who will guide these newbies through the spirit of law enforcement? Is the new breed even open to suggestion?

Read my editorial in the March/April edition of *American COP* about the loss of institutional knowledge in today's law enforcement. And, as usual, drop me a note at suzi@americancopmagazine.com to chat about featuring your product or service in our pages.

SPECIAL EDITIONS

From the Editor:

Sammy Reese

More Special Editions? Thanks, Santa!

By the time you read this, Santa should have already visited your ranch (I hope you weren't on the naughty list), the big ball in Times Square has dropped and you are ready for SHOT Show.

As I type, Christmas fever is in the air, piles of cookies and candy are on every flat surface around the office, and my son is behaving because he knows Santa is going

through his preflight checklist.

When I took over the Special Editions, then called Annuals, I had four books — *Handgunner*, *GUNS*, *Handgunner Tactical* and *GUNS Combat*. I added two more — *American COP* and *Personal Defense*. Now I'm adding two *more* for a total of eight. A second *Personal Defense* and a new concept called *Reality Check*, which is "real world solutions for real world problems." Topics will include a wide range of subjects:

- What kit you should have in your car at all times?
- Cold weather survival.
- Do you need a winch on your truck? How big is big enough?
- Fire prevention in and around your home.
- Tools you gotta have around the "ranch" or condo.
- Home defense plan.
- Practical self-defense — not ninja stuff.
- What type of ATV do you need?
- Knives — and why you should always have a pocket knife.

These are only a few of the many ideas I've been kicking around in my head for *Reality Check*. If you have ideas for *Reality Check* or any of the other Specials, please call or e-mail Scott or me. If you are attending SHOT, you can stop by the booth (#15327) and we can kick ideas around together.

Best wishes for 2010. Travel safe to all the upcoming trade shows, wash your hands, take vitamin C and thank a veteran for the freedom they have provided.

GUNS®

Jeff John

From the Editor:

May Issue Looks To Companies New And Old

Kimber has designed a new bolt-action rifle combining the grace and beauty for which the firm is well known. For the hunter who demands beauty as well as function, this is the ticket at a very reasonable price. Our test sample is chambered in the ever-popular .30-06 and topped with the newly introduced **Redfield** scope, this one a 4-12X, which is sure to help wring out all the accuracy the rifle affords.

Last year was the 50th anniversary of the **Ruger Super Blackhawk** .44 Magnum, and John Taffin looks over his 50-year history



Photo by: Joseph R. Novelo

Kimber bolt-action rifle with Redfield scope

with the gun and cartridge. Today, there are many bigger, more powerful handguns, but the .44 Magnum still ranks up there as one of the most powerful rounds, combining power and shootability, all while maintaining a reasonable weight for carrying in a belt holster.

Contrasting with the Kimber in both price and style is a relatively new company — **Blue Ridge Rifles** of Martinsburg, W.Va. Blue Ridge starts by truing and "blueprinting" Remington 700 actions, and then you choose between a variety of custom options. Jacob Gottfredson chose a .300 Win. Mag. chambering in a **Dan Lilja** 26" fluted No. 4 barrel with a **Vais** muzzlebrake set in an **H-S Precision** stock with an **Art Jewell** trigger. Accuracy was outstanding, with factory ammo from **Federal** and **Winchester** delivering 100-yard groups of 3/4". Turning to handloads with **Nosler** Accubonds, **Barnes** and **Berger** bullets, groups shrank to the 1/2" range and below — all in a 9-lb. hunting rifle topped with a **Zeiss** Conquest 4.5-14X scope.

One of the hottest gun types on the market is the concealable small-caliber pistol, since about 40 states have concealed carry laws. A new gun on the market is the Florida-made **Diamondback Firearms** DB 380 in .380 ACP. A steel-slide, polymer-framed, double action—only 6-shot pistol was tested by John Taffin with a variety of loads from **CCI**, **CorBon**, **Hornady**, **Speer** and **Winchester**. The little pistol sells for less than \$500, which comes at a time when many potential buyers could use a break.

SHOOTING INDUSTRY

M A G

From the Editor:

Russ Thurman

New Business Year

Shooting Industry launches the new business year with our mega January 2010 issue. Together with the giant December 2009 edition, the mega issues form the foundation for starting the New Year right.

Both issues feature in-depth information on SHOT Show 2010, with the January edition also offering the show's Exhibitors List and removable SHOT Show Floor Map.

However, the two issues have features that make them vital resources referred to throughout the year by dealers and others in the industry.

The December issue has the invaluable Universe's Greatest Buyer's Guide, our detailed alphabetical directory of industry companies, the quick-search Product and Services listing and the Distributors Guide.

The January issue features part two of our 2010 New Product Showcase. Together, the two issues present more than 350 new offerings for 2010, along with more than 130 photos of new products.

We know the issues are some of our most read, since past editions of our Web-based, all-digital versions of these issues are visited regularly throughout the year. These all-digital editions also mean everyone in the industry can receive their own copy of *Shooting Industry*.

It's easy to subscribe. Visit www.shootingindustry.com and click on the link: "FREE: Sign Up For Digital Subscription."



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and continue to build our resources to address proposed anti-gun efforts, launch counterattacks and defeat assaults designed to destroy gun ownership and the industry.

Keys To Success

While 2010 unfolds with many challenges, it also holds great opportunities. Firearm and ammunition sales continue at impressive rates. Self-defense products are hot. Accessories, especially those for AR-style firearms, are sure sellers. Even the hunting segment is beginning to see movement in the marketplace.

Yes, there are businesses that continue to struggle. But others are more than surviving, they're expanding — finding ways to address a very volatile market.

Good planning, with built-in flexibility, and seeking new ways to reach consumers with quality products — these are the keys to success in 2010.

Commander Gilmore Lets It Fly

(Continued from page 3)

We contacted the old warhorse, who was grazing merrily at his super secret, undisclosed location. We found the Commander to be reflective and expressive in this post-holiday season.

FMG Inside News: "Good morning, Commander Gilmore."

Gilmore: "What the hell do you want?"

FMG Inside News: "Your knowledge and expertise."

Gilmore: "On dames, race horses or semiautomatic weaponry?"

FMG News: "Actually, on law enforcement."

Gilmore: "Well, I kinda like today's coppers. They gotta practically be politicians, but they're doin' the job."

FMG Inside News: "We've got some curvball questions for you, Commander."

Gilmore: "Of course you do, being a dumb civilian and all."

FMG Inside news: "Yes, sir."

Gilmore: "Well, ask away, pal."

FMG Inside News: "Should detectives be allowed to wear pinky rings or earrings?"

Gilmore: "Of course! A pinky ring or an

earring is a 'lifestyle statement,' and prob'ly even protected under some 'freedom of expression' crap. But all real cops can and should laugh their butts off at the sissy, point and snicker, 'Look at that! A pinky ring! How lame! Cute diamond in your ear! Dude, you're such a wuss!' That's protected under freedom of speech. Which even cops get to enjoy, in a limited fashion, of course."

FMG Inside News: "What about the always sensitive male-female cop hookups. Is romance on the police force preventable?"

Gilmore: "Well, I kinda like today's coppers. They gotta practically be politicians, but they're doin' the job."

Gilmore: "Don't think it ain't gonna happen, or that you can stop it with a department policy. Heck, you couldn't stop it at gunpoint! You got young dudes with huge egos, drippin' with testosterone, and women in their prime. Thinkin' you can stop it is like, 'Hey, can I smack this blasting cap with a hammer and command it not to detonate?' That's stupid. To be that big a moron you'd need a Master's degree from Harvard."

FMG Inside News: "Can a cop drink for fun and recreation, or is it always a symptom of danger?"

Gilmore: "Listen, 'Choir Practice' saves lives, marriages, careers and millions of split lips an' broken teeth every day. How do you think cops would take all the crap they get thrown at 'em if they couldn't drink, curse and vent a little steam with people who understand cop work? You ever seen a street-scumbag with so many bruises and lumps on him he looks like somebody stapled prunes to his mug? Ask what happened, and 99 percent of the time he'll say, 'I lipped off to the wrong cop.' Now imagine a world where ALL cops are 'the wrong cop.' And prune-face is YOU."

FMG Inside News: "Is 'Contempt of Cop' by civilians still punishable?"

Gilmore: "Only under very rare circumstances. Most people escape punishment only when the cop is thinkin', 'Oh, yeah ... Choir Practice tonight, definitely.' Unless it's tried on me. I'm too old, too senior and just plain too damn mean to take it. I got a cell phone. I can call the Retirement Office, sign off 'end of shift forever,' toss my badge on the sidewalk an' get some serious ass-kickin' under way. Happy New Year, and that

even goes for the pencil necks out there."

May/June: Latest SWAT Gear

The May/June edition of *American COP Magazine* surveys the latest SWAT gear and the advancements in less-lethal weapons. February 23 is the deadline to reserve advertising space. For more information, visit www.americancopmagazine.com or contact me at 1-800-426-4470 by e-mail at denny@americancopmagazine.com.

New Year

(Continued from page 5)

Once you've subscribed, you'll receive an e-mail notifying you the magazine has been "published" and is ready for your review.

As always, we're interested in your thoughts concerning our all-digital efforts. E-mail me at russ@shootingindustry.com.

Colt Expands Its Commercial Effort

Colt's Manufacturing continues its advancement into the commercial market. For 2010, the company returns its 9mm pistols to its line, with an improved New Agent. Leading Colt's commercial efforts is Joyce Rubino, VP and COO. Rubino says the response to Colt's efforts was very positive at November's NASGW Expo.

"We had a very strong reaction. The distributors continue to be very supportive of Colt. We had an increase in our production in 2009 and it was noticed, and they're very



Joyce Rubino, Colt's Mfg. VP and COO.

(Continued on next page)

pleased with our efforts,” Rubino said.

For the future, Rubino says the company’s goals include consistent, reliable production.

“Steady production will translate into more new products that we can bring to the marketplace in 2010 and 2011,” Rubino said.

At SHOT Show 2010, visit Colt’s booth, #12629, or visit www.coltsmfg.com.

NASGW Names New President

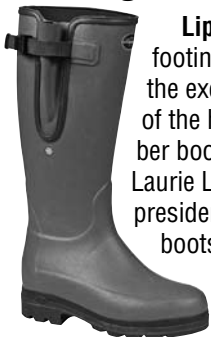


Mark Kresser is NASGW’s new president. Formerly the senior vice president of sales and marketing for **O.F. Mossberg & Sons**, Kresser assumed his new position on January 1.

Attracting an executive of Kresser’s reputation is a major achievement for NASGW. The organization is growing and is poised for even greater influence in the marketplace. Kresser is just the person to lead such an effort.

For more on NASGW, visit www.nasgw.org.

Hunting Boots With Flair



Lipsey’s has gained a footing in the boot market as the exclusive U.S. distributor of the high-end line of rubber boots from **Le Chateau**. Laurie Lipsey Aronson, Lipsey’s president, says the handcrafted boots, while carrying a high price tag, are attracting a lot of attention.

“Dealers are very interested in the quality of the boots. The Chasseur is the one most men like for hunting, while women really like the more colorful boots. Yes, even those women who hunt,” she said.

At SHOT Show, see the boots at booth #11038, or visit www.lipseys.com and www.lechateauusa.com.

Hornady Offers Bullets

For 2010, Hornady continues its free bullets promotion for consumers who purchase selected Hornady reloading presses, kits or accessories.

At SHOT Show, visit Hornady’s booth, #12332, or visit www.hornady.com.



Feb. 19, 2010

The deadline to submit your entries for the 2010 Shooting Industry Academy of Excellence awards is Feb. 19, 2010. Entries may be delivered to the FMG Publications SHOT Show booth (#15327), e-mailed to: elizabeth@shooting-industry.com, or sent to: Academy of Excellence, 12345 World Trade Dr., San Diego, CA 92128.

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Back Blast (Continued from back cover)

could do was scream until he was hoarse.

Although we’re certain the deputies’ hearts went out to the victim and they desperately wanted to free him and end his anguish, they properly called for the experts on extraction — the Fire Department — and stood by, we’re sure, offering helpful hints for avoiding such situations in the future.

Redistributing The Wealth

Shootin’ off your mouth can also result in gettin’ your butt shot off, say police in Euleuss, Texas. That’s what nearly happened to an 18-year-old burglar, half of a duet of dummies who hit the jackpot while riffling through a safe they innocently ran across inside someone else’s home.

Word quickly spread through their ’hood in Fort Worth — mostly spewin’ from their own loose lips — that the boys had netted almost \$60,000 cash from the burglary of a quiet, not-so-prosperous-lookin’ place in Euleuss. The lads quickly ran through a lot of the money buying things like a Nissan, a Cadillac Eldorado, a brick of marijuana, gold grills for their teeth and some steppin’-out clothes. We’re guessing both idiots were too young to realize that when you spill blood in the water, it attracts sharks.

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Police in Fort Worth responded to a report of an armed invasion involving a masked man with a big gun who demanded to know where his share of the redistribution-of-wealth was. We’re guessing he didn’t want to wait for his “stimulus check.” His impolite request was denied by the 18-year-old’s older brother, who had his own gun. Officers said about 10 shots were exchanged during negotiations, wounding both the masked man and the older brother, but, wouldn’t you know it, missing the burglar, later identified as Christopher Norman.

When officers arrived in response to the gunfight, they ran Norman for warrants and found one had just been issued from Euleuss. His partner, one Keith Black, was also arrested. We presume they’ll have to give back those gold tooth grills, which may be available at a discount price if you’re interested.

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BACK BLAST

& OTHER HOT GASES

To Be (Married) Or Not To Be (Married)

Maybe this ain't what Shakespeare had in mind, but it's a whole lot funnier than talkin' to poor Yorick's skull.

First, from Spokane, Wash., we have the police radio report of a man jumping up and down on the roof of a car in front of the Goodtymes Pub and two dozen guys beatin' the snot outta each other in the parking lot. Within seconds of Officer Brian Frost's arrival, he learned the combatants were all dear, dear old friends, gathered in good cheer to celebrate the impending wedding of soon-to-be-groom Brandon Peterson, who was busy trading punches with various close friends. Frost tried to separate Peterson from three guys who were using him as a punching bag, but in the process the punchers sorta lost track of who's who and commenced thumpin' Officer Frost, too.

Hey, any bachelor party that results in 25 officers from four different agencies kickin' the butts of every friend you have, and getting the groom and other wedding-party principals tossed in the slammer, deserves some kind of memorializing — and I just did it. Way to go, Brandon! The former future bride, however, was presumably "not pleased."

Next, we have a happy newlywed couple in Germany, who were financially sound right up until their wedding reception. On a balmy Saturday evening in the charming

town of Dieburg, the laughing couple launched colorful paper balloons on a lilting breeze, each illuminated by a lovely burning candle — a couple of which landed on rustic dry-wood shingles, igniting a blaze which nearly destroyed two homes.

The newlyweds were handed a bill for about \$750,000 in damages, payable *schnell, dummkopfs!*

Another Mensa Candidate

Deputies were sent to investigate when a citizen called to report someone was screaming for help from a downtown parking lot near the San Diego County Jail. They found the "victim" all right. They rescued him and hauled him straight to jail.

Sheriff's Lt. Anthony Ray said deputies found a 35-year-old man whose arms were solidly stuck in a car window. It wasn't his car. He was trying to burglarize it. Apparently the guy pried the window away from the frame just enough to get his arms through, and then the window popped back into place, trapping him. Stuck bent over with his head against the roofline, all he



Illustration: Nick Petrosino

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