



NEWS

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

Academy Selects 44 Nominees For 2009 Awards

KNIFE OF THE YEAR <i>2009 Nominees</i>		18th EDITION		HANDGUN OF THE YEAR <i>2009 Nominees</i>	
	Benchmade 585 Mini-Barrage Folder		Ruger Ruger LCR		Springfield Armory XD(M) 9mm
	Buck Knives Ergo Hunter PRO Fixed Blade		Taurus 3-Inch Magnum Judge		
	SOG Specialty Knives Aegis Tanto (Digi Camo) Folder		Benelli USA Performance Shop SuperSport 12 Gauge		
RIFLE OF THE YEAR <i>2009 Nominees</i>		SHOTGUN OF THE YEAR <i>2009 Nominees</i>			
	FNH USA SCAR 16S Semi-Automatic		Browning Maxus Semi-Automatic		
	SIG SAUER SIG556 Classic Semi-Automatic		Mossberg 930 SPX 8 Shot Semi-Auto 12 Gauge		
	Smith & Wesson M&P15 - MOE Semi-Automatic				

The Shooting Industry Academy of Excellence has announced the final nominations for its 2009 awards. The academy considered 136 entries in 14 categories before selecting 44 for the final ballot.

The academy is now considering the nominees for the prestigious awards, which will be announced July 24 at the Marriott in Windsor, Conn.

This year's final products were selected using stricter screening guidelines first introduced in 2007 by academy officials.

"Once the academy members selected the top three entries in each category, manufacturers had 10 days to submit their products for verification to ensure that the items actually exist," said Randy Moldé, academy director. "This requirement validates that the products making the final ballot really are 'in production.' We are dedicated to ensuring the awards are held in the highest esteem."

Established in 1992, the academy is sponsored by FMG Publications, publisher

SHOOTING INDUSTRY AWARD

2009 Nominees

The only Academy of Excellence award presented to an individual for noteworthy achievement within the shooting industry.



Mark DeYoung

ATK Commercial Products



Hewitt Grant

Ellett Brothers



JB Hodgdon

Hodgdon

of *Shooting Industry*, *GUNS*, *American Handgunner* and *American COP* magazines. However, no one at the publisher is permitted to vote.

The voting power is held exclusively by the academy, which includes 500 industry executives, gun dealers and outdoor writers. They vote twice for each award, first to consider all entries in the 14 categories and then to determine who will receive the awards.

This year's awards presentation and reception will be held in conjunction with the Shooting Industry Masters.

"The teaming of two important industry events turned out to be a very popular move. The academy has more time to properly consider all the entries and nominees, and this reinforces the academy's commitment to the highest standards," said Russ Thurman, *Shooting Industry's* editor, who will join Moldé in presenting the awards.

SERVICE AWARDS

2009 Nominees

MANUFACTURER OF THE YEAR

ATK Commercial Products
Crimson Trace
Smith & Wesson

DISTRIBUTOR OF THE YEAR

Ellett Brothers
RSR Group
Sports South

CITIZENSHIP AWARD

FNH USA
Kimber
Sports South

REP RAP

FMG insiders speak



Fall Issue Loaded With "Reader Appeal"

Steve Evatt American Handgunner

I just started work on the September/October issue of *American Handgunner*. Please remember that your ad in print will also show up in the digital edition where viewers can be whisked to your web site with a simple click on the ad! Reader response to the digitals has been fantastic.

The September/October will be quite an issue starting off with a Web site Showcase section. We'll have Ayoob with a Les Baer Cover Gun, an article on High-Tech Toys by that master gamer Dave Anderson, a retrospective on the life of the great Jack Weaver by Jeremy Clough, and a review of cowboy folding knives by knife expert Pat Covert. The closing date for Sept./Oct. issue is May 28. If you have any questions, please call me at (800) 533-7988 or by email to steve@americanhandgunner.com

If you are still sitting on the fence about attending the Shooting Industry Masters, just decide to do it! You will never be sorry. The Masters is the one place where industry CEOs and machine operators shoot side by side just having fun. It's certainly a world away from the hustle and bustle of a trade show. If you need information to make a decision on the Masters, please visit www.shootingindustry.com. By the way, if you plan on attending the Shooting Industry Academy of Excellence Awards, you might as well stick around and shoot the Masters, since it's all on the same weekend.

We hope to see you at the NRA show in Phoenix where most of us from FMG will be May 15-17. Later in the month, Roy, Pat Covert and I travel to Atlanta for the Blade Show. Hope to see you then.

'Til next time ...



The Survey Says ...

Jeff Morey GUNS Magazine

For the last couple of months, visitors to gunsmagazine.com have been invited to complete brief surveys in order to enter the "Gun of the Month" giveaway. The response has been terrific. The information respondents provided offers an eye-opening look at buying habits and how they use *GUNS Magazine* to make purchasing decisions.

Buying Trends:

GUNS Magazine survey respondents recently told us ...

- 76%** Refer to ads in *GUNS Magazine* when they're ready to buy.
- 51%** Buy shooting accessories from a gun store.
- 21%** Buy shooting accessories at a sporting goods store.
- 26%** Buy shooting accessories through online merchants.

Blade Ready:

- 79%** Of respondents carry a knife.
- 5%** Don't carry a knife but are looking to buy one.

Future Purchases:

- 78%** Plan to buy products featured in *GUNS Magazine* in the next six months.

Online Viewing Habits:

How often survey respondents visit shooting sports-related websites ...

- 47%** Every day.
- 26%** Once per week.
- 22%** Twice per week.

The September issue of *GUNS Magazine* will provide plenty of new reasons for shooting sports enthusiasts to reach for their wallets. Make sure they're reaching for your products too. The September issue space reservation deadline is May 28.



Mission One: Get Cops Home Safely

Delano Amaguin American COP

Alexandria Police Department Officer Kyle Russel Inducted Into Safariland's "Legion Of Life" Program

Officer Kyle Russel was inducted into Safariland's "Legion of Life" program that recognizes and honors officers who have been saved in the line of duty while wearing one of the company's life-saving products. Russel was wearing Safariland body armor when he was shot in the chest during a routine traffic stop outside of Washington, D.C. on September 23, 2008.

During the incident, Officer Russel and his partner pursued a speeding car that was swerving wildly and forcing other vehicles off the road. Eventually, Officer Russel and his partner caused the driver to pull over on the shoulder of Highway 395 outside Washington, D.C. Officer Russel approached the vehicle thinking the driver was either highly intoxicated or having a seizure. When he looked into the vehicle, Officer Russel found the driver with blood on his face and nauseated. After being asked if he was okay, the driver grabbed a .45 caliber pistol that was hidden under his leg and shot Officer Russel in the chest. After being struck by the round, Officer Russel was able to take cover behind a guardrail before the driver sped away. He then reported to his dispatcher that he had been shot, indicating, "I'm okay. I think the vest got it."

"There is absolutely no doubt in my mind that this vest saved my life that night," said Russel. "I can't tell you how grateful I am to the people at Safariland. They are the reason I am standing here today."



Officer Kyle Russel thanks Safariland for vest that saved his life.

AMERICAN HANDGUNNER®

From the Editor:

Roy Huntington

Digital Editions Rock With Readers

FMG's online digital editions continue to grab the attention of readers. We're finding readers who have lost track of their favorite magazines and are rediscovering the fun in our online editions.

"I just had to drop you a quick note to say THANK YOU and your publishing organization. I've been a subscriber for many years and like many others I could hardly wait for the next edition to appear in my mail box. I have been an avid handgunner since my high-school days (graduated in 1969) through college and all of my adult life I just could not be without my American Handgunner magazine. I'm sorry to say it was necessary to not renew my subscription this past January. I became disabled about three years ago and, as one of the consequences, was laid off from my job. I have been collecting Social Security benefits for the past two years but our monthly expenses are just barely covered. I could not justify the expense of the subscription even though the annual cost is not very much — every dollar counts these days. In any event I happened across the digital edition on the Internet and couldn't be happier. I hope you continue with this method of distribution as it is really a Godsend for me. At least I can sit in front of my computer and read my American Handgunner again. ~ Glenn Dawn

What struck me was I've heard this time and time again now from readers. And the implication for advertisers is significant: You're getting exposure to people who would not normally see your print advertisement — and they are supplied with "hot links" directly to your site. Click — and they are learning more about your products, and it didn't cost you an additional dime. To call this an important added value to your print ad in our magazines understates the fact. Suddenly your ad in *American Handgunner*, *GUNS*, *Shooting Industry* and *American*



Readers will get a detailed look at Ruger's new LCR polymer revolver in the Sept./Oct. issue.

COP can be seen by millions more enthusiasts — with a mouse click. Simply stunning, and you're crazy in today's competitive world not to take every advantage. Clint Smith is fond of saying, "Always cheat — always win." But this time you don't have to cheat, simply do the obvious and team up with FMG.

In the next issue of *Handgunner* we take a look at High-Tech shooting gear, a **Les Baer** Custom cover gun, Cowboy knives and **Ruger's** new LCR polymer wheelgun. Of course, there's lots more — so get involved!

Contact me at: Editor@americanhandgunner.com if you'd like to chat about getting your products featured in *American Handgunner*.



Suzi Huntington

From the Editor:

Cops Look To Upgrades To Solve Budget Woes

The Sept/Oct issue goes out right into the hands of the chiefs of police at the IACP Convention. That means the final check-signers will be seeing your products in our pages. Keep in mind that with a recent addition of thousands of full-time cops to the readership of *American COP*, we're now among the top one or two highest circulation of any LE magazine. Numbers mean selling power, and the additional importance of our focused readership means it's doubly important to take advantage of COP's command of the marketplace.

Having to work with smaller and smaller budgets yet provide the same level of service, agencies need to see what you can offer. A new fleet of cars may not be in the budget, but what about updating and improving on existing equipment? Can't afford new computers? Upgrading software just might be the ticket. Jim Donahue tackles these issues in his Hi-Tech column.

Jeremy Clough addresses the slow-to-be-embraced issues of HR 218. The national law enforcement concealed carry law has created more questions than answers for many cops. See some of the more interesting interpretations of this important legislation. And don't forget check out our new column, Cars and Crashes, where we'll be talking about vehicles and equipment, accident investigations and all the products that go along with it.

Email me at Suzi@americancopmagazine.com and we can chat about how to get your products into the pages of *American COP Magazine*.



Feature article, *Psychology Of Patrol*, hits on how to avoid field confrontations.

SPECIAL EDITIONS

From the Editor:

Sammy Reese

Time To Join The NRA

A few newsletters ago, I made a joke about the SHOT Show needing to be longer so I could make all my appointments, booth duties and see everything at the show. The volume of hate mail and nasty voicemails was astounding (most of it was from my friends). IT WAS A JOKE. My feet are just starting to feel better.

Luckily this month is the NRA show and I will get to see all the gear and guns I missed at SHOT. If your company makes something you think I need to see, please drop me a note so I can get it on my list of things I gotta see.

Since it's the NRA show I have to get in my plug for getting everyone you know to sign up as a member. The biggest gun rights fight since the Revolutionary War is coming faster than you think.

If you think it will be just ARs and military style weapons, you need to wake up and smell the gun powder.

This administration is looking to ban as many guns as they can, including your semi-auto shotgun you use for hunting or skeet.

When it's all said and done and I hear someone complaining, the first thing I'm going to do is ask if they are a member of the NRA. If they say no, I won't even let them vent. The fight is going to be a tough one, but that's why it's called a fight — please join and help protect our rights. See you in Phoenix.

GUNS

From the Editor:

Jeff John

AR Hunters

The **ArmaLite** AR-10 was the first of the platforms leading eventually to the US Air Force and then Army's adoption of the small-bore M16 and the long love/hate relationship going on now for decades with the "love" side eventually predominating as original problems became understood and solved. Now the system is one of the most reliable and versatile ones available today.

Dominating target games, military and police venues, one area where the AR has been missing is the big-game hunting fields and that has changed with the introduction of a more powerful AR-10 in a variety of hard-hitting calibers in addition to its parent .308 **Winchester**. The new **ArmaLite** AR-10T chambered for the new .338 **Federal** will start filling freezers with plenty of tasty animals in the hands of hunt-



The **ArmaLite** AR-10 in hard-hitting .338 **Federal** is sure to be a game getting rifle.

ers favoring the self-loading rifle. **ArmaLite** and **Federal** worked together on the new 200-grain loading just for this rifle. The rifle is fitted with a **Picatinny** rail and ours was topped with a conventional **Burris** Fullfield 3-9X scope, which should take advantage of the full range of the .338 **Federal**.

"**Little Big .50**" is a test of **Cimarron's** new 1876 rifle in .50-95 **WCF**, designed originally as hard-hitting round to drop deer and elk at close range. It proved more popular in England for its ability to stop lions and tigers at close range in her colonies. An obsolete round, it has been brought back and loaded with smokeless powder or **Hodgdon's** Triple 7 by **10X Ammunition**.

Speaking of hard-hitting game rounds, **John Taffin** shoots the **Wilson Combat** 1911 in smoking hot .460 **Rowland**, giving 1911 fans a handgun capable of taking big game. Shooting **Cor-Bon** 230-grain **JHP**, **John** achieved a velocity of 1,303 fps and 1-1/2" groups at 20 yards through the 5-1/2" ported barrel of **Bill Wilson's** masterpiece.

Massad Ayoob covers the new **Ruger** LCR revolver, a lightweight .38 **Special** sure to be as big a hit as **Ruger's** little .380 **ACP** pistol. The polymer-frame sub-1-pound revolver has a snag-free hammer for pocket carry.

SHOOTING INDUSTRY

Russ Thurman

From the Editor:

SI Digital Features Video

When **FMG** launched its digital editions — a first in the industry — we said more enhancements were coming to these already technically advanced digital magazines. In this month's edition of *Shooting Industry* Digital, you can view videos embedded into the magazine's digital pages.

On the cover of May's *SI Digital*, click on the top headline, "Industry Leaders Take Message To Lawmakers," and it will take you to page 8. There you can click to see and hear those industry leaders during their visit to **Capitol Hill**.

Also on the cover of May's *SI Digital*, in the **SHOT Show** headline, click on "SI Digital Video" and it will take you to page 25 to hear and see **Scott O'Brien**, **Safariland** president, discussing changes to the company.

Throughout our digital edition stories there are hot-links to company Web sites so dealers can quickly access additional information. We also provide hot-links to our advertisers' Web sites; all the ads in our digital editions are "published" at no additional charge as part of our **Added-Value Program**.

For those who receive our monthly e-mail reminder that your latest edition of *SI Digital*

Industry news

Meeting Needs D...

Industry Leaders Deliver Message To Lawma

Firearms and ammunition company executives converged on **Capitol Hill** in late March to deliver the industry's concerns to Congressional lawmakers. The **Legislative Fly-In** of a nearly 40-member delegation was sponsored by **NSSF**.

"Several industry leaders, CEOs and presidents of companies have banded together to go up on **Capitol Hill** and talk to key legislators both in the House and Senate about issues that are really important to our industry. We create jobs in the United States and it's important they understand our point of view," said **Mike Golden**, **Smith & Wesson Holding Corp.** president and CEO.

our story. If we're not here telling our story, somebody else is going to tell it for us," said **Mike Fifer**, **Ruger** CEO.

"If we aren't here supporting our system, supporting our industry and our friends, we're not going to have much of a future," said **Manufacturing** **tor of sales**.

Among the were federal ex anti-competit

Readers can watch video in *Shooting Industry's* May digital edition.

is available, you likely have noticed that the covers of *SI Digital* are different than the printed versions. For the past few months, we've added more headlines on the cover with additional hot-links to stories inside. We are enhancing our magazine to enhance your information-gathering capabilities.

If you're not receiving that monthly e-mail notice, it means you haven't signed up for a free subscription to *SI Digital*. Visit www.shootingindustry.com and click on "FREE: Sign Up For Digital Subscription."

I'm interested in your thoughts concerning all aspects of *Shooting Industry* magazine. E-mail me at russ@shootingindustry.com.

Masters Attracts Sponsors



We've never taken our sponsors of the *Shooting Industry Masters* for granted. We're grateful for their generous support, especially during these challenging times. Not only have sponsors from last year signed on for 2009, but also other companies have called, asking if they could become sponsors. The result: A record number of companies have stepped forward to sponsor the 2009 **Masters** event.

They are: **Aimpoint**, **Benchmade**, **Black Hills Ammunition**, **BLACKHAWK!**, **Brownells**, **Cor-Bon**, **Crimson Trace**, **DPMS/Panther Arms**, **Ellett Brothers**, **EOTAC**, **Gunsite**, **Howard Leight**, **Lansky Sharpeners**, **LaserMax**, **MGM Targets**, **Remington**, **Ruger** and **Smith & Wesson**.

We thank them.

We also are impressed with the number of companies who are sending teams to this year's event. We're on pace to set a record for the number of teams that will take part in the three-gun competition in July. Why don't you join them and us at the **Hartford Gun Club**, July 24 and 25?

For all the details on the event, which now supports **NSSF's** **First Shots** program, call **Elizabeth O'Neill**, **Masters** coordinator, at (800) 537-3006, ext. 279; e-mail: elizabeth@shootingindustry.com.

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ACCESSORY OF THE YEAR

2009 Nominees



BLACKHAWK!
 SERPA Quick Disconnect System



Hornady
 Lock-N-Load AP with EZject System



SIG SAUER
 .22 Conversion Kit



OPTIC OF THE YEAR

2009 Nominees



Aimpoint
 CompM4 Red-Dot Sight



Leupold & Stevens
 VX-3 3.5-10x50mm Riflescope



Nikon
 Coyote Special Riflescope



Trijicon
 RMR (Ruggedized Miniature Reflex) Sight



AMMUNITION OF THE YEAR

2009 Nominees

Federal Premium
 .327 Federal Magnum



Hornady
 Critical Defense Ammunition



Winchester Ammunition
 Supreme Elite Dual Bond Bullet Design



SELF-DEFENSE PRODUCT

2009 Nominees



Benchmade
 1100-4 Tactical Pen



Crimson Trace
 LG-431 Laserguard Model for Ruger LCP



SureFire
 E2D LED Defender Flashlight



HUNTING PRODUCT

2009 Nominees



BLACKHAWK!
 Knox Axiom R/F Rifle Stock



Bushnell
 BackTrack GPS
Shooters Ridge
 Deluxe Bi-Pod



ThermaCELL
 Earth Scent Mosquito Repellent & Cover Scent



SAFETY PRODUCT

2009 Nominees

Benchmade
 Houdini AET (Automotive Escape Tool)



BLACKHAWK!
 Small Pry Specialized Entry Tool



GunVault
 BreechVault Shotgun Breech Lock

