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NEWS

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

Changing Opinions One Person At A Time FMG Publications And P2K Shooting Range Host First Shots Media Day

By Roxanne Smith



Photo by Joe Novelo

Steve Sanetti (left), NSSF president, coached Megan Abney, of Fox 5 Television San Diego, through the Media Day shooting stages. Here, she shows off her handgun target.

FMG Publications teamed with Project 2000 (P2K) Shooting Range in San Diego in May to host the first-ever First Shots Media Day. FMG invited the local media to the range to learn about firearm safety and shooting through NSSF's First Shots program.

"What we want to convey to them is shooting is fun, shooting is safe and the people who do it are responsible, regular Americans. We hope to give them a better understanding of what guns are about, what shooters are about, and a little bit about what the industry is about," NSSF President Steve Sanetti said.

The majority of media who attended the event had no experience with firearms.

"I write about my life and my adventures, and I have never held a gun," said Barbarella, a columnist for the *San Diego Reader*.

"They scare me and I just want to understand how it works and not be so freaked out by it."

The nervousness coupled with curiosity was echoed by several participants, and was a strong factor in why First Shots Media Day was held, according to Randy Moldé, FMG promotions director.

"We're concerned with how the mainstream media portrays guns and the shooting sports," Moldé said. "The First Shots program gave us a great opportunity to dispel myths and help educate the local media on the different types of guns and safe shooting activities available."

Media representatives learned about fire-

FIRST SHOTS[®] MEDIA DAY



arms, safety and the industry from Sanetti, Cyndi Dalena, First Shots director and FMG publishers Roy Huntington and Russ Thurman, and then fired handguns, rifles and shotguns.

"It was not as ominous as I expected. It's less negative to me. This was fun, and it's exciting and it's not people going crazy about their guns — it's a sport. And I can see that now," Barbarella said.

Moldé says providing a hands-on experience in a controlled and safe environment cleared up some misconceptions people have about guns.

"Many of them realized shooting is a safe, non-violent activity, and they liked it. It also reinforced the fact that we're a self-policing industry — we care about promoting the safety and responsibility that goes along with gun ownership and shooting-sports activities," Moldé said.

The goal of educating the media during the First Shots Media Day was met, according to Sanetti.

"You change opinions in this world one person at a time. And to influence people from the media to come out, to see that you can shoot and have a good time and be safe — I think it truly has changed some opinions, particularly among the younger people that were here," Sanetti said.

NRA Membership Tracker

PREPARE FOR THE STORM IN 2009

Insure Your Gun Rights

Get A FREE NRA Membership

With An FMG Publications Subscription

Number of new NRA members recruited by FMG Publications online offers from September 2008 to June 2009:

4,093

REP RAP

FMG insiders speak



Director Of First Impressions

Steve Evatt American Handgunner

There's a fellow named Dave Ramsey who has a national personal finance radio talk show as well as a weekday show on the *Fox Business Channel*.

Dave is a dispenser of good old fashioned common sense when it comes to handling personal finances or running a business. One catch phrase he uses is to call anyone in a business who interacts with clients a "director of first impressions."

Customer service should be company policy not a department

It may sound corny but that's the way the FMG editorial and sales staff feel about our jobs and our interaction with you. We are the directors of YOUR first impressions of FMG and we take that job very seriously. Ramsey also says that, "Customer service should be company policy not a department," and while we're not perfect, we work hard at that too.

In just a couple of short months it will be time to start booking the 2010 issues of *American Handgunner* and *GUNS* and all of us are ready to prove that for us, customer service is job one.

By the time you get this newsletter, we'll be just a bit over a month away from the Shooting Industry Masters and the annual Academy of Excellence Awards reception. If you've never been to these events, you are missing out on some serious fun and one of the best networking opportunities in the industry today. We like to think that the combined events are second only to SHOT in business development importance. Put some other expense on hold and make it a point to join us, have a great time, and expand your business all in one weekend! If you want to find out more, just give me a call at (800) 533-7988. 'Til next time ...



Warm Welcome From The Gun Industry

Andrew Oram GUNS Magazine

In May I became the newest member at FMG Publications and after only a month I can honestly say this is one of the best decisions I've made. Admittedly I had some initial reservations. Not having much of a background with guns, I wasn't sure how a novice to the industry, like me, would be welcomed. But with a fairly strong background in sales and marketing within the publishing industry, I was confident I could swing it. Well, I must admit I've had so much fun getting up to speed this past month that it really hasn't felt much like work at all and my real introduction, the NRA convention in Phoenix this year, could not have been a warmer welcome to the gun industry.

For NRA weekend, I had the pleasure of riding the coattails of long time local FMG celebrity, Anita Carson. No, I'm not just trying to score brownie points because she hired me and my fate with the company rests firmly on my ability to write a good newsletter column. All joking aside, I came to find out the tremendous respect that people in this industry have for Anita. She is truly dedicated to her clients and this is evident by the reception we received from each person we visited, not to mention that I hear she makes grown men cry at the hot pepper eating contest. That's just cool.

What I did experience when I got to the show was some of the most genuinely approachable and friendly people I've ever met. Anita and I had dinner on Thursday night with **Jim Gekeler** and **Duane Dorensen** of **Sun Optics**. We discussed their new business endeavor and although we had never met before, the four of us cracked jokes all night like old college buddies. Thursday night Anita and I met with **Bud Fini** and **Amy Eichler** of **SIG SAUER** and discussed the changing sales trends of the industry and what marketing strategies could be implemented to anticipate this new environment. Again, I felt right at home, immediately a new colleague. On Saturday **Randy Luth** of **DPMS** invited me along with *Shooting Industry* editor Russ Thurman and our Special Editions rep Scott McGregor to a dinner party at their home. I was just overwhelmed by their hospitality. Each manufacturer I spoke with was happy to discuss their product line with me and welcome me wholeheartedly to the industry. I want to give a special thanks **Stan Smith** of **Pro Mag**,

Sandy Chisholm at **North American Arms**, **Ryan Muety** at **Beretta**, and **Jeff Randziwon** at **Colt** for taking the time to meet me and give me a better idea of the current state of the industry.

If I happen to catch your ear and ask you about a new product you've been marketing for the last 20 years just humor me ... Really, it's all new to me.

The key to growth in this changing market will be the ability to bring new business on board and to approach new markets.

We now offer our publications free online and offer new web-based marketing packages to capture a younger generation of online researchers and online purchasers.

Take advantage of this opportunity to maximize your exposure by partnering your print media with web-based marketing. We'll drive traffic directly to your website. Give me a call at (866) 903-1199 to discuss any marketing questions you have. I'm excited to be here and look forward to working with you.



Advertising Is A Renewable Resource

Delano Amaguin American COP

There is a surprising amount of recycled products on the market, from cleaners to clothing. Always staying innovative, **Perfection Uniforms** has chosen REP REVE, a 100% recycled fiber, for a line of eco-responsible uniforms. By recycling, less waste goes into landfills, which decreases air, land and water pollution. There are many misconceptions about the quality of recycled eco-friendly products. With the advent of new technologies, eco-responsible fibers are now indistinguishable from their non-sustainable counterparts. Improved dye processes enable eco-responsible fabrics to be vibrant and color-retentive. The idea that sustainable products are more expensive to purchase is another common consumer deterrent. Because there is an increase in demand for eco-responsible products, the price of recycled goods is within reason.

"Quality and integrity are important in introducing a line of environmentally responsible uniforms, which is why we selected REP REVE," said **Steve Gilkeson**,

Perfection's vice president. "Manufacturing uniforms made from REPREVE is simply the right thing to do and it encourages the responsible use of public funds in the purchase of agency uniforms; it's an investment in serving the greater good."

REPREVE, Unifi's family of 100% recycled fibers, conserves valuable natural resources by offsetting the need to produce virgin synthetic fibers. On average, for every pound of REPVE that is manufactured, the equivalent to 0.5 gallons of gasoline is conserved. By 2010, through the production of REPVE, Unifi will conserve the equivalent to 10 million gallons of gasoline.

Advertising in *American COP* is a renewable resource that companies have learned to take advantage of too.

Ads not only go in the printed publication but are also accessible to the millions of readers on the Internet. The interactive online editions can be found on the *American COP* website. Readers click on an ad and are taken directly to that company's website. Every issue of *American COP* Magazine has been archived on our site. That means that there is an unlimited shelf life for each issue. Ads from three years ago can still be bringing in customers. If you want to get more from your advertising budget, take a minute to contact me and we can work on a marketing campaign that includes exposure in the product spotlight, *American COP*'s annual Buyer's Guide and display advertising.

We've just started working on the September/October issue of *American COP*. This issue will mark the third year of bringing cops a hard-hitting, tell-it-like-it-is LE publication unlike any other. The deadline to reserve space is June 19. For more information or to reserve your space in the Sept/Oct issue, please call me at (888) 732-6461.



Anita Carson Shooting Industry

Head Into Fall With FMG Publications

For those of us in the magazine publishing business the year is almost over. It's hard to imagine working on the year-end hunting editions when we haven't even eased into summer yet. However, as you well know, the lead times for our magazines are several months out and I'd like to bring to your attention the fact that it's time to begin thinking about the hunting and SHOT Show issues FMG is always proud to present to you in the fall.

Here are the FMG Publications we're currently working on:

American Handgunner — The November/December issue focusing on Tactical Knives and Flashlights.

GUNS Magazine — The October issue focusing on Hunting and Optics.

American COP — The September/October issue focusing on Hi-Tech products and Vehicles & Accessories. By the way, this issue will be distributed at the IACP Show.

Shooting Industry — The August issue focusing on Long Guns and The Hunting Season Market.

As you can see by looking over the above listed issues, we're fast approaching the last

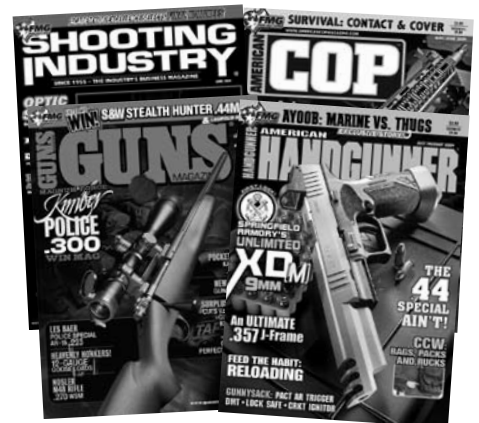
published editions of the year. If you haven't placed your year-end advertising messages yet, please call your account representative and they'll take care of the placements and will provide you with the deadlines.

Also, I'd like to extend a hearty thank you to all the manufacturers who have agreed to allow the FMG team to visit with you during our much-anticipated time in New England for the Shooting Industry Masters in July. This event promises to be a bigger and better event and the fact that we're able to visit our clients prior to the Masters' start ensures us of a wonderful beginning to the festivities.

Don't forget that the August issue of *Shooting Industry* has a sales closing date of July 1 and will take a close look at how dealers can boost their Long Guns sales. We'll also edify them on how to expand their Hunting Season Market and as an added bonus will provide them with an exceptional article devoted to how to increase their Flashlight Sales.

Enjoy your summer!

BONUS CIRCULATION!



Include your sales message in any of the "Fab Four" FMG Publications and get BONUS circulation to millions of Internet users through the online digital editions.



Schedule Ads Before Business Drops

Scott McGregor Special Editions

We all know certain areas of the industry have been going strong since the presidential elections in November. We all understand why, but it doesn't mean all aspects of the industry are having the same experience.

After talking with friends in the firearms industry it is apparent things are slowing down. One friend said earlier this year he could hardly get caught up with orders during the day while he was answering the

phone taking more orders. Now his phone only rings a few times a day.

Some say it's just that time of the season, late spring to early fall when things traditionally slow down anyhow. I believe the demand may be slowing because people are being lulled into a sense of complacency. They may have found their gun or case of ammo and no longer feel threatened.

I've heard other companies say, "We've got more back orders than we can handle right now, why would we advertise and get more back ordered?" Few companies may be able to overcome not advertising for a while, but for everyone else, now is the time! Sales need to be cultivated for the rest of the year and 2010.

FMG has all levels of advertising opportunities available. Whether you're an industry giant or small company with a limited advertising budget, we've got a spot for you.

We're currently working on the 2010 *American COP* Special Edition. It's the best of *American COP* with tactics, guns and gear cops around the country look for and use on a daily basis. 45,000 issues will be distributed. Don't miss out on the chance to get your products in front of law enforcement across the nation. We've also got the Website Showcase to direct folks to your website and deliver more sales.

If you have any questions, please let me know. Call (800) 553-7780 or email me at scott@americancopmagazine.com.

AMERICAN HANDGUNNER®
From the Editor:
Roy Huntington

Ahh ... Custom Handguns

If you think custom handguns, *American Handgunner* is the first thing coming to most reader's minds. From our stunning photography to our "best-quality" writers and pistolsmiths, *Handgunner* has built a solid reputation for showcasing the finest in custom handguns in the world – period. We haven't ignored factory offerings either (even the affordable ones like our Beer Budget .380s in our Sept/Oct issue), but certainly memories are created when we feature high-end, no-limits custom handguns. And we'll always do it and I promise we'll keep pushing the envelope.

Yet ... **Alex Hamilton** of **Ten-Ring Precision** gunshop in San Antonio, and Pistolsmithing columnist for *Handgunner*, dares to challenge the very foundation of *Handgunner's* history in his next column. He says he always wants what's best for his customers and says if you want a custom gun, you should start with a complete gun, rather than build one from parts!

"Building a pistol from the ground up is something like attempting to construct an automobile using parts from an auto parts store," says Alex. "A car with a showroom price of \$20K will end up costing around \$150K or more if you use OEM parts. Starting out with a working car — or handgun — is always the most economical way to begin your dream project." Make sure you tune in to the Nov/Dec 2009 issue of *Handgunner* to see what other heresy Alex has to say on the matter! And if you can't



These custom 1911s are from the shop of Gemini Customs; grips by Wicked Grips.



Hinderer's knives are known for their real-world performance.

find your printed edition, go to www.americanhandgunner.com and click on the online digital edition.

Knives are an integral part of any shooters kit, and we take a hard look at the work of knifemaker **Rick Hinderer**. Rick's a full-time firefighter and brings his knowledge of what's needed in the real world to his knives and unique "self-defense" pen designs. Chuck Pittman's stunning photography rounds out Pat Covert's insightful prose. Don't miss it.

If you want to learn more about how to feature your products in the pages of *American Handgunner* magazine, drop me a note at editor@americanhandgunner.com and we can chat.

AMERICAN COP
From the Editor:
Suzi Huntington

Training For The Threat

"It's not your father's threat anymore," says Barrett Tillman, in COP's feature on Training For The Threat in the Sept/Oct 2009 issue. "In fact," Tillman continues, "it's not your previous threat anymore. Welcome to the 21st century."

Threat one: Today's criminals are mobile, often sophisticated, work in teams and are not afraid to engage police in a gunfight. They are usually well-armed and some have prior military training, making them serious threats.

Threat two: Along our American Southwest border, organized groups of Mexican military and police regularly prey on illegal aliens and have been documented to cross into American territory to conduct illegal activity.

Threat three: "Blue-on-Blue" accidental

shootings, the growing problem of police suicide, good cops gone bad and more. Tillman's article tells how Maricopa County Sheriff Joe Arpaio's approval for a two-day class broke new ground in helping to address some of these issues.

Veteran *American COP* writer Jeremy Clough takes on HR 218 — the Law Enforcement Officer's Safety Act — which opened the door for national concealed carry for cops, even retired ones. Jeremy's article demystifies this landmark ruling and explains some of the ramifications. The law is not perfect, and many agencies are still uncooperative, making the approval process awkward and almost impossible to accomplish for some officers, but nonetheless, the ball is continuing to move forward, and *American COP* and the LEAA are on the playing field.



Regardless of the threat, constant training is critical. Can cops train "too much"? Cops get the answer in the Sept/Oct edition.

SPECIAL EDITIONS
From the Editor:
Sammy Reese

Where's All The Ammo?

I get more e-mails and phone calls about ammo than any other. "The shelves of my local gun stores are empty and they keep telling me people buy it up as soon as it comes in." I hear the same thing about guns as well.

I've seen signs lately limiting the amount of ammunition that can be purchased: "Only three boxes of ammo per customer per day." In the Phoenix **Cabelas**, the sign says only five boxes of handgun ammo per customer per day. By the way, the store was full of guns and the shelves were full of ammo ... a much different story than here in California. I will say the line for gun purchase paperwork was the deepest I've ever seen at any store in the morning. It was about 30 people deep.

The limits, some shout, are unfair. My thought on "fair" is simple. Life isn't fair.

The fair is where you go to eat cotton candy. If the daily limit is stopping the ammo hoarders from buying it all up, then it's a good thing. The guy who saves up and buys some ammo to go shooting. He has had to stop shooting because someone bought all 20 cases of 9mm ammo that came into the shop.

At a recent gun show I asked a guy wheeling a dolly full of ammo cases why he bought so much. He looked at me like I was from another planet and said, "This stuff will be worth more than gold some day." I've got news for him: Unless he found the lost formula to turn lead into gold, it's going to deteriorate in his basement because he won't shoot it and "some day," it will be worth the price of recycled brass. Not my idea of a quality investment, but what do I know? He may have the lost formula.

My advice? Go shooting! Load up the truck with ammo and your family and go to the range. Teach them to shoot. It will be more fun and rewarding than admiring a pile of ammo stored in the basement.

GUNS®

From the Editor:

Jeff John

GUNS Goes Hunting

October is the month we all think about hunting and *GUNS* offers much for the reader to contemplate. Power-hungry hunters will enjoy Dave Anderson's review of the **Ruger Hawkeye** in .300 Ruger Compact Magnum, a cartridge designed by **Hornady** to deliver high velocity from an efficient, short, compact case. The gun was topped with a **Leupold Vari-X II 3-9x40mm** scope, still one of the most popular models because of its size and weight combined with useful power.



The Ruger Hawkeye is in .300 Ruger Compact Magnum, a round designed by Hornady to deliver high-magnum performance from a shorter, handier rifle.

Fellow editor Sammy Reese was able to take the Hawkeye/RCM combo up to Paso Robles, California, along with Ruger's **Ken Jorgensen** and few select other scribes, for wild hogs. There is a ban on shooting lead-core ammunition in this part of California, so Hornady's new GMX solid-core expanding bullets were used to good effect by all.

John Barsness covers what's hot in today's Mule Deer rifles and optics, including calibers from .25-06 **Remington** to the big magnums and suitable power ranges for scopes on these rifles. Speaking of optics, Jacob Gottfredson discusses illusions caused by mirage and how they affect bullet impact downrange.

Another item crossing the mind of many hunters is whether or not a new knife should be in their kit and what type of knife to choose. In High-Tech vs. Traditional, Pat Covert looks at the traditional knife styles and how they compare with the new folders and purpose-designed blades. Which steel is best for what purpose and construction is covered with such popular blade makers as **Blade-Tech, Boker, DiamondBlade Knives, Knives of Alaska, Puma, SOG, Spyderco** and **W.R. Case & Sons**.

Other new guns covered include John Taffin's review of the new **Guncrafter Industries** .50 GI conversion unit for the **Glock 21** and Dave Douglas' review of the new **FNAR** self-loading .308 tactical rifle from **Fabrique Nationale**.

SHOOTING® INDUSTRY

M A G

From the Editor:

Russ Thurman

Pursuit Of Quality

The NRA Convention provided an excellent opportunity to meet with manufacturers and distributors, and to get up-to-date on what is happening throughout the industry. Business continues at a brisk pace; however, there are signs of a slowing of sales from super-warp speed to something more "normal."

While those in our FMG task force were interested in learning about industry companies, many executives were eager to talk about our company, especially our continued commitment to quality. They described our publications as "robust," "interesting" and "eye-catching," as compared to other titles.

We appreciate the accolades, but truth be told, we consider ourselves our toughest competition. We don't "shave" our quality, even a bit, mostly because it's not in our makeup. In addition, and most important, to do so would be an injustice to our advertisers and readers. They pay for an expected

level of quality and we intend to exceed that expectation. This goes for all our publications, promotions, events, Web sites, digital editions and special programs.

We have an exceptional team at FMG Publications, with a strong emphasis on "team." The result are magazines, special editions and events we're proud of — yet, we continue to strive to be even better.

Again, we appreciate the praise.

Magic Show

Our digital editions continue to draw stunned reactions. At the NRA Convention, company executives viewed digital editions of *Shooting Industry* and our other publications, and were amazed at the versatility of the Internet-based magazines. In addition to the flip-page, zoom and hot-link features, they were mesmerized by the embedded video in *May's SI Digital*.

"This has tremendous potential," said **Mike Golden, S&W's** president and CEO, as he viewed a video playing in the middle of a magazine page. "You get so much more when you see and hear about something, rather just read about it. I like this!"

So did a lot of other folks I showed our magic show to.

To experience the magic, visit www.shootingindustry.com and click on "Click to view the June Digital Edition." While you're viewing the issue, click on one of the many links to subscribe to *SI Digital*. It's free.

Looking Ahead

Next month's issue of *Shooting Industry* is one of our major editions of the year. The July issue is one dealers tell us they keep handy for a number of reasons. The issue has The Firearms Industry Today report, which includes the latest U.S production and NICS data, plus The Universe's Greatest Buyer's Guide, along with plenty of other profit-building columns and ideas. As always, I'm interested in your thoughts concerning all aspects of *Shooting Industry*. E-mail me at russ@shootingindustry.com.

BLACKHAWK! Goes Bold

BLACKHAWK!'s special dealer offer, TRADE-UP, is a bold move. While virtually every company touts their products as the ones you should sell, rather than their competition's, BLACKHAWK! is going one better. Through the program, BLACKHAWK! dealers can TRADE-UP any poorly performing non-BLACKHAWK! gear that has become stagnant on their shelves, and replace it with BLACKHAWK! gear of a similar category.

The trade-up value is offered at 100 percent of the dealer's invested cost of the replaced inventory.

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 12345 World Trade Dr.
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 Email: info@fmgpublishations.com

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BACK BLAST

& OTHER HOT GASES

Pls Txt Me A Brain! LOL :))

It's not specifically against the law to be text messaging while driving in Amsterdam, N.Y., though it's gotta be one of the stupidest, most dangerous things you can do behind the wheel. It was no problem, though, for Amsterdam police to come up with a laundry list of broken codes when they found a woman stopped with her car in the middle of an intersection, engine running. She appeared to be slumped in the driver's seat.

When Officer K.S. Walters walked up and asked the lady why she was idling there, she explained she was punching in a text message on her phone, so of course she stopped. Officer Walters got the message, carried on a breeze of alcohol fumes. Amanda Murphy was charged with DUI, "standing on pavement" and unlicensed driving.

What do you think those messages look

like, shakily punched in on that teeny-tiny keypad, by a drunk? We'll bet they read like an eye exam chart in an optometrist's office, something like: AOTE NYLIR OXTUM SWADLIK.

Note: In London's financial district, so many pedestrians have banged their heads into cast iron light poles on the sidewalks while texting that the city has wrapped the poles with padded mats.



Illustration by Nick Petrosino

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 PERMIT NO 960

Dangers On A Range

We've learned the hard way: Any time you have 50 or more cops shooting a qualification course on a range, your life expectancy can be seriously shortened — but humans aren't the only deadly dangers on some ranges.

Seventy police officers from the Chiapas region in southern Mexico were hospitalized — 10 of them in very serious condition — after one of their bullets apparently struck a hive of Africanized "killer bees" downrange.

"It was really bad," Officer Miguel Serrano told reporters. "I haven't seen anything like it, even in the movies. We tried as hard as we could, but we weren't able to avoid getting stung. Some of us hit the ground, but that didn't help."

Many of the victims tried to run from the swarm, but that only seemed to infuriate the already steamin' bees.

The African "killers" were imported to Brazil as part of an experiment to increase honey production in 1957. A swarm quickly escaped and have been moving steadily north and south, breeding with domesticated honey bees since then.