

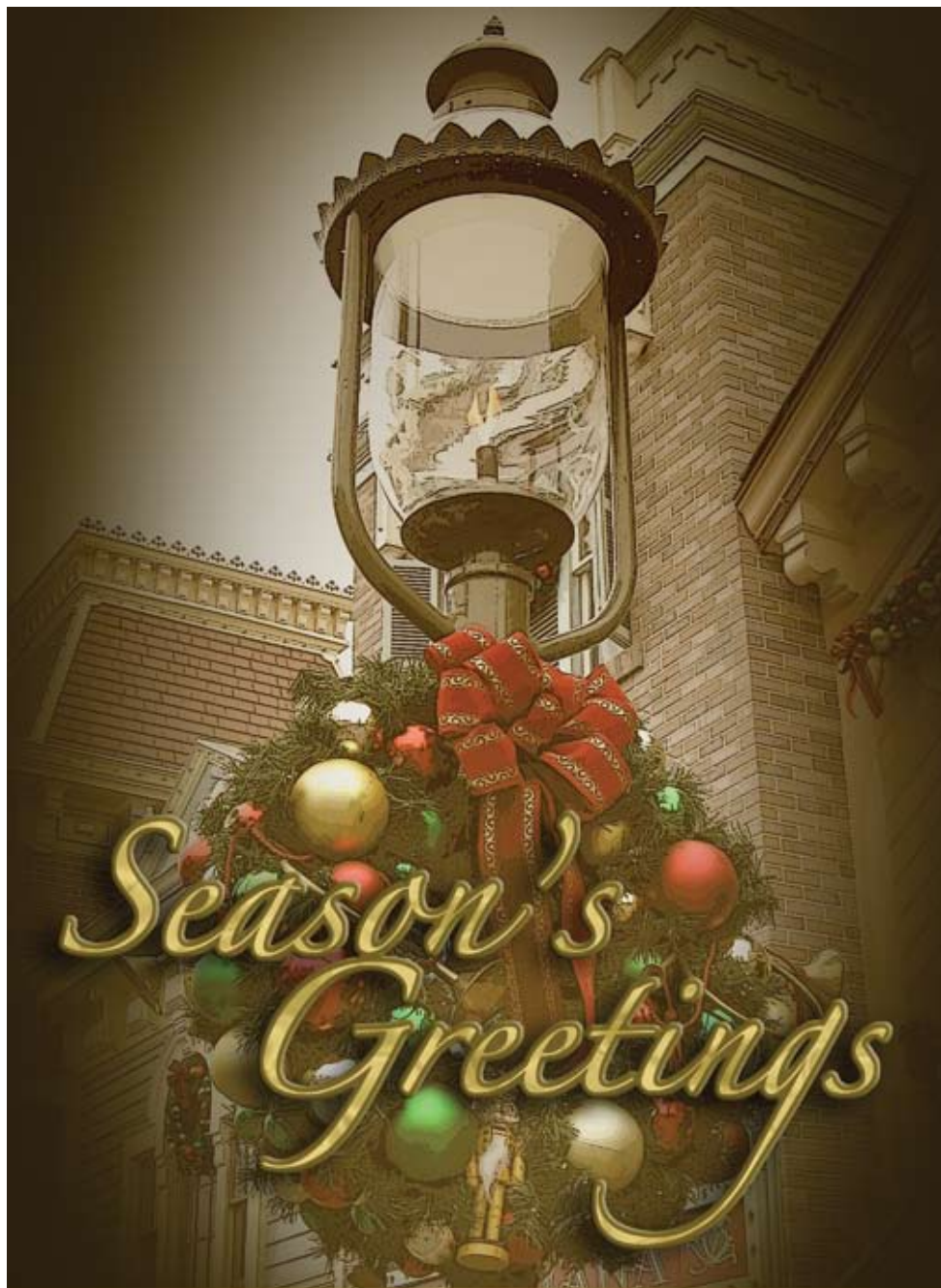


FMG-INSIDE

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NEWS

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955



Wishing You Warmest Holiday Wishes
And A Successful New Year!



Academy of Excellence Seeks 2008 Entries

The Shooting Industry Academy of Excellence is accepting entries for its 2008 awards. The academy, in its 17th year, recognizes excellence in design, innovation and service to the industry. In 2008, the academy will present awards in 14 categories.

To be considered for a 2008 award, company, product or individual entries must be submitted to the academy. Entries may be submitted by a company or representative.

"You don't have to be an academy member, company spokesman or product representative to submit entries. Products must be new by our definition and only one product per company is permitted per award category," said Randy Moldé, academy director.

Academy officials stress that entries for the Manufacturer of the Year, Distributor of the Year, Citizenship Award and the Shooting Industry Award (which goes to an individual) must include justification.

"We often get entries with only a company or person's name. That is not enough to place the name on the entry list," Moldé said. "The entries for these four awards must include justification that outlines why the company or individual should be honored."

Entries for the 2008 awards must reach the academy's office no later than Feb. 15, 2008. Companies may enter only one product per category. All entries must include the product's complete name and be accompanied by a photo. To be eligible for the 2008 awards, products must have been in production no earlier than February 2007 and prior to February 2008.

Entries may be delivered to the FMG Publications' SHOT Show booth (7444), e-mailed to: elizabeth@shootingindustry.com, or sent to the academy's office: Academy of Excellence, 12345 World Trade Dr., San Diego, CA 92128.



REP RAP

FMG insiders speak

Steve

American Handgunner



EVATT

Looking Forward To The Spring Thaw Already

It actually got down to a bone chilling 51° last night! Damned cold for us but who's complaining? I just finished wrapping up the March/April SHOT Show issue of *American Handgunner*, now it's on to work on the May/June.

Following tradition, the May/June edition will be a Catalog Showcase issue with a side focus on Knives and Gun Cleaning Products and Techniques. The Catalog Showcase Section is one of the best buys in print advertising so look for the flyers coming your way with all the details.

The cover of the May/June will feature a four gun set of 1911 Special Editions from **Kimber** honoring the LAPD SIS unit. Also featured is a Jeremy Clough story on the legendary Jack Weaver of the famous Weaver Stance; a little Cop Talk by Ayoob on the Commonality of Handguns for Law Enforcement, and Trigger Jobs in a Jar — a title so intriguing I can't wait to find out what the hell they're talking about!

The closing date for space reservation in the May/June issue is January 24 just a week before SHOT so we need to everything in before that. If you have any questions or need more information regarding the May/June, please call me at (800) 533-7988 or e-mail me at steve@americanhandgunner.com

Next up on the show schedule, Jeff Morey and I travel to the SASS Christmas Show and Convention in early December. 'til next time.

Jeff

GUNS Magazine



MOREY

"Tis The Season To Be Jolly!"

The carolers merrily chirp as stone-faced shoppers slog through the muddy snow searching for the perfect gift for dear old Uncle Harry. At this time of year, Americans are grimly determined to be released, for one single solitary day, from the grim determination which frames their efforts the rest of the year. We aren't invited to be jolly. We aren't encouraged to be jolly. No, jollification is pretty near demanded of us. We will be jolly or Santa will bring us ... coal.

This begs a question today's media doesn't want to confront. Did any parent ever get so fed-up with their malevolent cherubs, that they actually stuffed their darlings carefully hung stockings with a fist-full of coal? No kid I ever knew admitted he'd received coal for Christmas. Relentless surveys conducted over endless decades by leading left-wing Universities have failed to find a single kid who ever received even a shard of coal from Santa. But, that doesn't prove a thing. What kind of kid would ever acknowledge he or she actually had a clunker of a year and deserved the coal ruefully received on Christmas morn'g?

So, we have two possibilities. We can believe:

A.) *No kid ever received coal from Santa and the sacred tradition of coal warnings has been a deliberate sham concocted by the Right to keep tiny tots oppressively in line.*

Or, we can believe:

B.) *Undeserving kids have been hiding the embarrassing truth from us for as long as Santa has been making his merry rounds. This means childhood innocence is a fantasy created by the Left to bolster flagging self-esteem.*

As can be seen, the political consequences of our position on coal are dire

no matter how we decide.

To top it off, leading psychologists have recently warned the people who need warning (that's us) that coal has long been unfairly stigmatized because Santa inexplicably tainted the reputation of a valuable source of heat and energy. How can we end this madness?

The solution is quick, simple and dirty. It is high time we took the coal out of the closet, or the bin or wherever it has been that we have been hiding it, and let our children see it in a positive light. Put a chunk of coal in the living room. After time, everyone will begin to feel comfortable with it. Throw some coal around in a game of catch with the little ones. Before you know it, the kids may actually be asking for some coal for Christmas. And ... this Christmas, leave a chunk of coal with Santa's cookies and milk. That will teach the old duffer a needed lesson in tolerance.

As for being jolly ... better yet, take stock of your life, family and business and Christmas will have served its highest purpose. Merry Christmas everyone! Be sure to keep your powder dry, and ... don't you dare send me any coal. I got enough of that stuff from Santa!

Call me at (800) 426-4470 to discuss how you can turn coal into cash with *GUNS Magazine* throughout 2008.

Show Off Your "good stuff" In The Spring Catalog Showcase



List your Catalog in the April *GUNS Magazine* Catalog Showcase section for only \$685!

(You may qualify for a special \$499.50 rate for multiple insertions. Call for details.)

Call Jeff Morey at: 1-800-426-4470



Time To Check Your Buyer's Guide Listing

One of *Shooting Industry's* most important feature is an industry directory we include in the July and December issues which is called Buyer's Guide. We happen to know that this directory is one of the most used reference guides and both dealers and advertisers comment on the usefulness of it on a regular basis.

But is your company listed and, if so, is it listed correctly? Changes in addresses, phone numbers, websites etc. occur on a monthly basis and it is vital that you remit any changes to me if they are to be made to the Buyer's Guide. Unless the changes, additions and corrections are brought to my attention it becomes a logistical nightmare trying ensure that everything is correct in our bi-annual Buyer's Guide.

Therefore, I'd like to ask you to look up your listing in the December Buyer's Guide which you will see featured in the December SHOT Show Preview issue of *Shooting Industry*. If you need to make any changes and/or corrections or add your company listing please go to www.shootingindustry.com and make them on our interactive Buyer's Guide form and then simply print it out and fax it to me at (858) 605-0211. All changes and corrections will be reflected in the next published Buyer's Guide.

Now that the FMG SHOT Show issues are wrapped up it's time to look ahead to a new year. If you don't have our 2008 editorial calendars please give me a call and I can provide you with deadlines and ad specifications.

The February issue of *Shooting Industry* is closing on December 28 so make sure to call me for excellent ad positioning. This edition will be devoted to Ammunition & Reloading and Self Defense Products. Also on the agenda is a look at Law Enforcement Tie-Ins and promises to be an excellent SHOT Show issue follow up.

Have a tranquil and joyous Holiday!



Holiday Gift Ideas

I know it's only December but we are already working on our March/April issue of *American COP*. It's guaranteed to be another hard-hitting, tell-it-like-it-is issue. As always, this issue will include officer safety, training and the extensive guns and gear reviews you've come to expect from *American COP*. The March/April issue will feature the website showcase section. The deadline to reserve space is December 28 with ad material due by January 7. For more information or to reserve your space in the March/April issue, please call me ASAP at (888) 732-6461.

People often confuse your wants with what they think you want for the holidays. Everyone can sympathize with Ralphie when he was forced to wear those pink bunny pajamas in *Christmas Story*. Don't be an Aunt Clara! Get your hard working cops something they really want. Here's a list of goodies your local cops will want for the holidays:

The Ultimate Patrol Bag II- \$165.95

What do you get for the cop who has everything? You give him something to keep all that stuff organized. The Ultimate Patrol Bag II is the perfect partner for stowing gear, and is a super-tough, impact- and water-resistant 1680 Ballistic Nylon bag, designed specifically to carry and protect gear. A PVC reinforced hard shell case with rigid bottom, front and back panels, end panels, and a heavily padded top. This patrol bag is overbuilt with heavy duty luggage quality zippers, handles and shoulder strap. Visit www.deltatactical.com to learn more.



The Ultimate Patrol Bag II.

The Carbon Motors E7- \$70,000

Looking to be the world's first purpose-built car, the E7 is a diesel powered Dodge Charger look-alike with a custom list of options, like armored front doors and dashboards and forward looking infrared cameras. The E7 can go from 0-60 mph in six seconds and can hit a top speed of 155 mph. They aren't in production yet but maybe if you are really good and ask Santa one might make it under the tree.



The E7 diesel powered Dodge Charger look-alike.

Personal Defense Special Edition

Personal safety at home is a concern for everyone. Sammy Reese, editor of the FMG Special Editions, has gathered some of the foremost experts to contribute to the *Personal Defense Special Edition*. "It's all about making a commitment to personal safety. People assume because they have a gun at home they are protected. You have to know how it works and practice with it.

"This issue covers the basics from family protection and knife defense to first aid," acknowledges Sammy. Readers might not become experts on personal defense overnight. What it will do is provide a basic groundwork for those committed to personal safety. And, there's a solid focus on less-lethal and "awareness" options so it's not just about guns.

An added bonus is the enhanced catalog section. This time it will include pages and pages of flashlights and knives in addition to a comprehensive line-up of appropriate self-defense guns. A good knife, light and gun make up a personal defense "triad" and the new *Personal Defense Special Edition* will help buyers make their decisions.

The *Personal Defense Special Edition* will feature three full pages of new product spotlights. Space is limited so contact me soon if you're interested in the free exposure. The *Personal Defense Annual* will be on the newsstands for up to six months and cost a fraction of the regular FMG Publication ad rates. The ad deadline is Dec. 17.

AMERICAN HANDGUNNER®
From the Editor:

Roy Huntington

When The Stars Align

Sometimes the stars align and this was one of those times. I saw a poster of Jack Weaver during a 1959 Big Bear Leatherslapper's match where he first used his now famous "Weaver" stance. After a bit of internet work, I found that not only was Jack still with us, he would return calls! I arranged for *Handgunner* writer Jeremy Clough to follow-up, and Jack invited Jeremy to stay at their house while he interviewed Jack. THE Jack Weaver and Jeremy was staying at HIS house!

What Jeremy came away with was a gold mine of insider talk about those early days with Jeff Cooper, Thell Reed, Eldon Carl, Jack and the rest. Those guys pretty much started what has become the industry of competition shooting today. Jeff's documentation of Jack Weaver's use of his then-unique two-handed stance, turned the term "Weaver Stance" into an iconic phrase any shooter in the world would recognize today.

In the May/June 2008 issue of *Handgunner* we will have an exclusive feature by Jeremy on Jack Weaver, complete with classic photos, video from the interview (courtesy of *Handgunner's* Web blast streaming video on our Web site!) and Jack Weaver's insight into those early days. We even have pictures of Jack's original equipment and guns! You'll find him intelligent, savvy and with a quick sense of humor. We came away



Handgun competition pioneers Jack Weaver, Jeff Cooper and Eldon Carl.

delighted to know this man deserves our respect — all the more.

In the same issue, watch for the cover feature by Mas Ayoob on Kimber's new SIS 1911 pistol series, honoring the LAPD's legendary SIS unit. And, learn more about "Trigger Jobs in a Jar" in the same issue. How's that again? Read it and find out!



Jack Weaver competing in the early days.

AMERICAN COP
From the Editor:

Dave Douglas

Peaceniks And The Board Of Imbeciles

Board Of Imbeciles

Along with articles about preparing Domestic Violence cases, daily Psychological Trauma encountered by cops and explosive terrorist attacks, the March/April issue of *American COP* attempts to bring some understanding of the Virginia Tech tragedy in part two of the two part series by Frank Borelli. In 2003 – 2004 Frank served on his local county Board of Advisors to the Board of Education. In that school year the Sheriff had secured a grant from the Department of Homeland Security enabling him to — at no cost to the schools — put deputies in the schools



The March/April issue of American COP looks at how the Virginia Tech tragedy could have been avoided.

as School Resource Officers. The School Board fought that effort so successfully that ultimately only one deputy was added to the SRO program. The Board's attitude really surprised me, but serves as an example of the outlook existing today within our educational systems: violence — any show of force — any willingness to commit an act of violence or physical aggression even in the name of justice, no matter how legally justified, is completely unacceptable within an educational institution.

The students at Virginia Tech attacked by Cho had been raised and educated in just such an environment for at least twelve years and most probably closer to fifteen. After more than a decade of being taught violence for any reason is completely unacceptable why would we ever expect them to fight back? This outlook in our educational institutions isn't a unique occurrence in our society; nor is this the only place pacifism has bitten us in the butt.

Peaceniks

The "hippies" from the sixties became parents in the seventies and entered (at least some of them) into the professional work force. Throughout the seventies, eighties and nineties our country saw an evolution of educational and legal policy banning violence for any reason at all — even self-defense.

1970 through 1982 just happen to be the years I attended elementary, junior high school and high school. I clearly remember the fights I got into in elementary school. I remember how they were dealt with. If I started it, I was in deep trouble. But the person I hit or pushed who then defended himself got in no trouble at all. Of course, the school would prefer for him to tell a teacher, but if he defended himself, that's okay. At home, if I started the fight I was in big trouble. If I was defending myself though, I was only in trouble if I lost the fight.

Russ Thurman

Aiming For Alaska

Smith & Wesson is at it again — rewarding dealers and distributors for top sales. As a follow-on to its hugely successful “Shooting For Hawaii” promotion,” the company has announced “Aiming For Alaska.

During the “Shooting For Hawaii” promotion, a “staggering” number of Smith & Wesson and Walther firearms were sold. As a reward for sales achievements, Smith hosted 50 dealers, five distributors and their spouses for a lavish one-week vacation in Maui.

“We’ve been in business for almost 32 years. We’ve had other promotions, but by far, this is certainly the best one,” said George Romanoff of Ace Sporting Goods, Washington, Pa., who enjoyed the tropical vacation with his wife.

Many of the dealers and distributors who vacationed in Hawaii on Smith & Wesson’s tab, are now “Aiming For Alaska.” The promotion began Nov. 1, 2007 and runs through April 30, 2008. Smith will reward 25 dealers, five distributors and their spouses and guests with a seven-day Royal Caribbean Alaskan cruise in August.

“These promotions help our sales force become better at selling programs, instead of just selling new items,” said **Leland Nichols**, COO and president of Smith & Wesson Firearms. “In ‘Shooting For Hawaii,’ our intent, of course, was to reward our partners, but also to stimulate their activities as to where they focused within their store. It is our desire to create a long-term continuity program, one that helps us communicate our direction within the industry,” Nichols said.

For more information, visit www.smith-wesson.com



Winchester Wins Largest Contract

Winchester Ammunition has landed an astonishing FBI contact, one worth \$54 million. It's the largest ammo contract in the history of federal law enforcement.

Winchester will provide the bureau with .40 S&W service, training, reduced-lead training and frangible ammo for one-base year, with four, one-year renewal options. The FBI tested Winchester's .40 S&W 180-grain, bonded jacketed hollow point service round, along with other brands.

“We are extremely proud that our nation’s premier law enforcement agency has selected Winchester ammunition to use in its mission of protecting and defending the United States,” said **Dick Hammett**, Winchester Ammunition president.

In late October 2007, Olin Corp. announced income from the third quarter of 2007. Winchester’s third quarter 2007 sales were \$129.0 million, compared to \$104.6 million in the third quarter of 2006.

“Winchester’s results reflect both improved pricing and strong volumes,” said **Joseph D. Rupp**, Olin chairman, president and CEO.

According to Olin, the third quarter segment income of \$10.0 million compares favorably to the third quarter of 2006 earnings of \$5.9 million. The favorable impact of higher selling prices and higher shipment volumes more than offset the impact of higher manufacturing costs, officials said.



WINCHESTER

Crosman Goes Archery

Crosman Corp. is launching an archery line in early 2008. The Crosman Archery line will include crossbows and youth archery products.

“Crosman has been a leading name in the shooting sports industry since its founding in 1923 and has established its reputation on the twin pillars of innovation and quality. Archery is a logical extension of our providing innovative, quality products to shooters,” said **Bob Hampton**, Crosman vice president.



The new archery division will be head by industry veteran **Scott Alread**, who joins Crosman from Escalade Sports.

“When a company looks to expand its product offering, it usually focuses on synergies within existing product strengths and expertise. For example, the new Crosman Archery line will feature hunting crossbows, utilizing many of Crosman’s airgun core competencies, including triggers, stocks, optics and superior balance,” Alread said.

**AMERICAN
HANDGUNNER**
SPECIAL EDITION

From the Editor:

Sammy Reese

More Hang Time

With a newsstand “hang” time of almost six months, the *American Handgunner* Special Edition is a solid way to keep your products in the forefront of your customers. Newsstand buyers tend to keep the Special Editions for years, referring to them again and again as reference. The fact the magazines are “perfect bound” (like a book) means they stay together and can live on a bookshelf handily. The comprehensive catalog section, which now features knives, lights, less-lethal and firearms, is a powerful draw and is one of the main reasons buyers flock to the Special Editions!

The *American Handgunner* Special Edition will be chock full of guns and gear. Featuring articles on **FN’s** hot handguns, **Ruger’s** newest models like the new “Charger” .22, and their compelling new .327 Federal SP-101 revolver. This new caliber, created in conjunction with **Federal Cartridge Company**, is sure to get some attention!

From Mike Venturino to Clint Smith, the *American Handgunner* Special Edition is always a popular source for handgunner’s to find what’s new, what’s hot and to keep abreast of all the new trends!

I am always looking for great article material. If you have a hot product you want to see in a Special Edition I encourage you to drop me a note at editor@fmpublications.com.

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BACK BLAST

& OTHER HOT GASES

So, Ya Breakin' Hard On The Jarhead!

As a Marine pilot, John Lovell learned to live by "the OODA Loop" — Observe, Orient, Decide and Act — and to "watch his six" 24/7. After full careers in the Marines and civilian aviation, he retired in Plantation, Fla. Neighbors describe the 71-year-old Lovell as quiet and in top shape.

Recently, he was at the Plantation Subway Sandwich Shop when two gunmen burst into the shop about 11 p.m., robbed the cashier, terrorized the customers and then focused on lonely John, still munching his veggie sub.

Lovell went along with the robbery game and handed over his money. But when they shoved him toward the bathroom, they made three big mistakes: They laid hands on a man who doesn't allow touching unless it's invited;

they transmitted the possible threat of executing him in that bathroom, and finally, putting him in front of them so they could prod him along gave him the opportunity to "orient and act." He had already made his decision: In a flash, he pulled his licensed pistol and shot both gunmen in their heads.

One, Fredrick Gadsden, 21, was taken to a hospital, critically wounded. Appropriate personnel hauled away the remains of Donicio Arrindell, 22, formerly of North Lauderdale. A surveillance camera, installed just a week

previous to the robbery, recorded the entire scene. After reviewing the video and Lovell's concealed weapon permit, he was bid goodnight and released. Sometimes, justice is poetic.

Team Building

Next time you drop a box of ammo on your foot and burst forth with a blue blaze of spicy language in front of your employees, don't feel bad about it — you're simply cementing good relations with your crew, according to a study conducted by researchers at the University of East Anglia in England.

Professor Yehuda Baruch and graduate assistant Stuart Jenkins assessed the use of profanity in several different workplace environments and situations. While they warned against using profanity in front of customers, they found that occasional "situationally based" (not casual or recreational) use of profanity helped to bind bosses and employees together as teams, and provided relief from daily stress and frustrations. Wow; what a relief it is for me that over all these years in law enforcement, I've been "team building," instead of just bein' a potty-mouth!



Illustration by Nick Petrosino

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