

HUNTING

R E A I L E R

November/December 2019 |



**YOU WON'T BELIEVE WHAT
THIS AMMO IS CAPABLE OF!**

See page 4 for more info

**MUST-SEE
HUNTING BOOTS**

**SELLING
TRAVEL CASES**
For Rifles & Bows

**THIS YEAR'S
HOTTEST DEER RIFLES**



**GUIDE YOUR
CUSTOMERS**
To The Right Knife

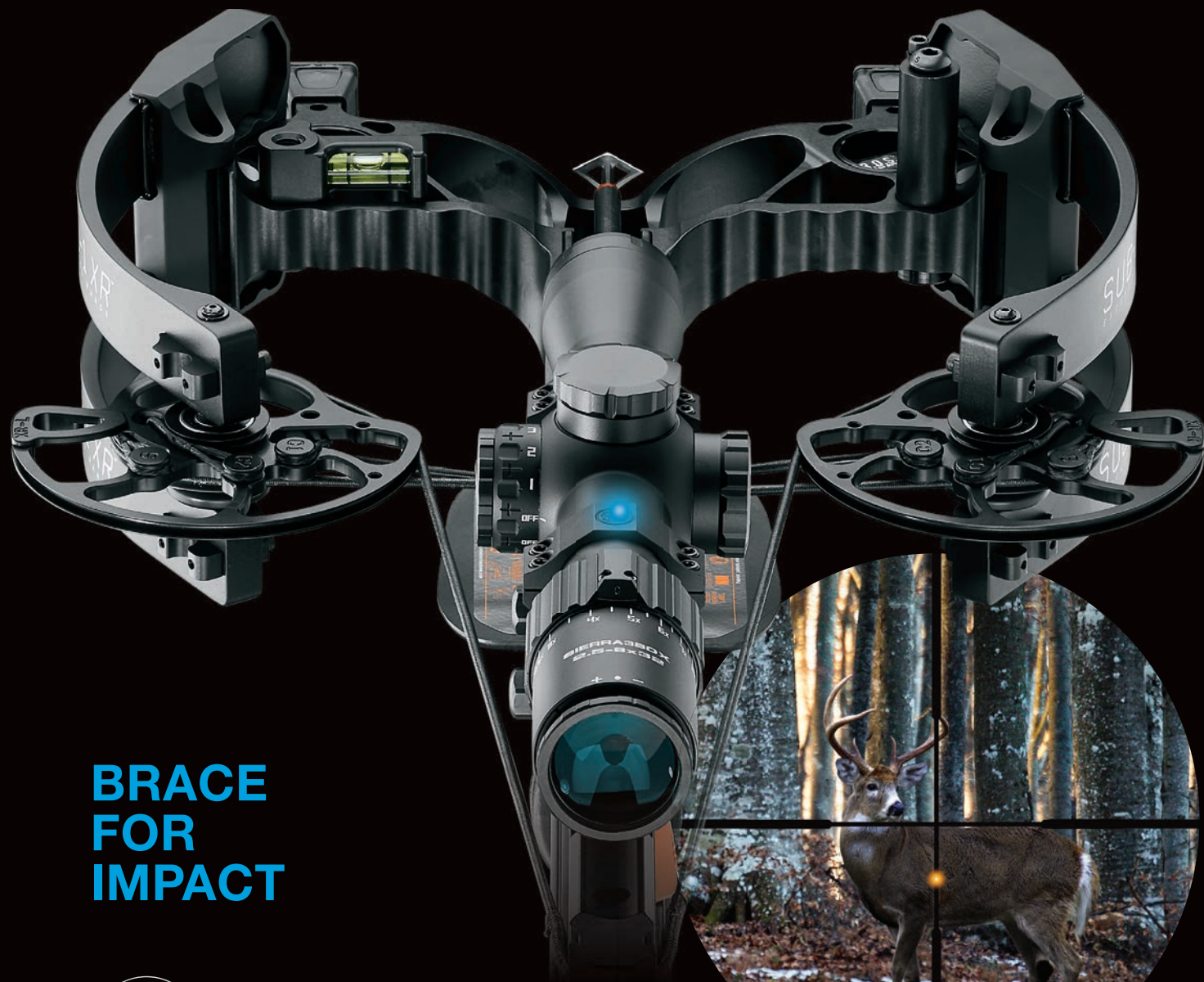
Last-Minute
**HOLIDAY
MARKETING**

Top 20
**GIFT IDEAS
FOR HUNTERS**

**BEAR KILLED
WITH .380?**

See page 4 for more info

**COLD WEATHER
GEAR**
CUSTOMERS WANT



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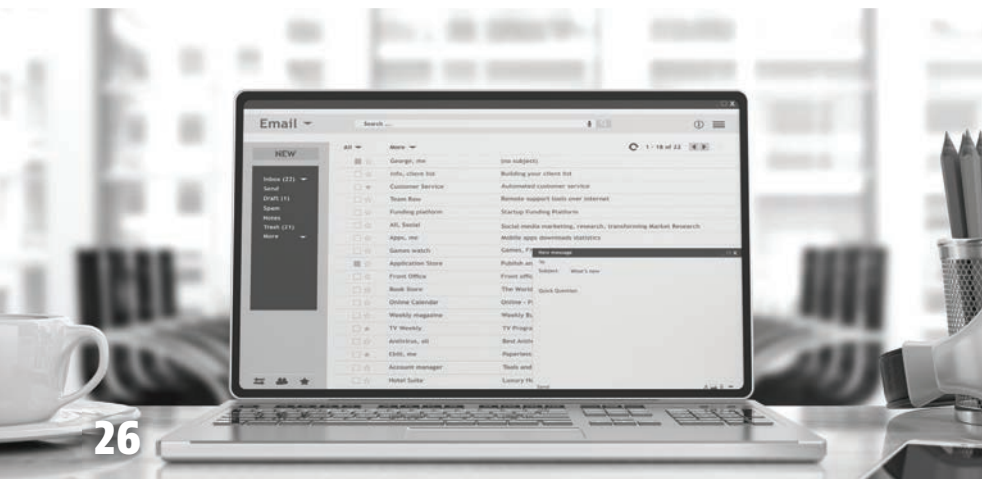
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THIS ISSUE'S COVER BROUGHT TO YOU BY: **FORT SCOTT MUNITIONS**



YOU WON'T BELIEVE WHAT THIS AMMO IS CAPABLE OF

Fort Scott Munitions ammunition is some of the most effective and unique ammunition on the market today. It is CNC spun one at a time out of the best solid copper and brass alloy we can get our hands on, for the tightest tolerances we can deliver to our customers.

MULTIPLE FEDERAL PATENTS TO TUI®

What sets Fort Scott Munitions apart is our patented Tumble Upon Impact™ (TUI®) design. These projectiles are monolithic and are designed in a way that allows them to tumble once they hit a water-based tissue, i.e., blood and organs. With no moving parts to rely on, our projectiles are the most reliable. They don't expand or do the most damage at skin level as hollowpoints do – they violently flip end over end once in fluid, creating a larger surface area to rip and cut through anything in its path. Being monolithic copper/brass, it will punch straight through bone for maximum penetration. You may be wondering if this is the right ammo for your business, and honestly, that would be up to you. Let us explain some key points that put us in front of the pack.

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Not only do you obtain an amazing product, but you get ammunition that has been through the wringer! It's SAMMI inspected to the max and goes through a QC process that would give the top manufacturers a run for their money – this ammo is perfect from the moment it leaves our facility to the moment you pull the trigger.

We believe in it so much that we traveled to Ontario, Canada, for black bear. Having done the testing, we knew the outcome before we even started. But we didn't use what you think – taking our TUI® to the next level, we used only pistol calibers, through TNW Takedown Rifles, to prove the lethality of our ammunition. That's right, even our 380 ACP took down a fully grown Canadian black bear. That's the difference you are receiving when you purchase Fort Scott Munitions ammunition.

WHY YOU SHOULD SELL THE FSM® BRAND

- FSM® only sells to privately held businesses. (Mom and pop shops rejoice! We aim to make you more revenue.)
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- We are established and we have amazing dealers in all 50 states.
- Family-owned and in business for six years to date.

www.fortscottmunitions.com

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Zeiss Field Days Promotion Is On

The Zeiss Field Days Promotion includes special offers for all Zeiss V4 and V6 riflescopes, the new Victory RF rangefinding binoculars with Bluetooth connectivity, Zeiss Harpia and Gavia spotting scopes, and the Terra ED binoculars (32mm/42mm models). Zeiss Field Days started August 1 and ends December 31.

With the purchase of a new Conquest V4 or V6 riflescope, customers have the choice to select one of two gift-with-purchase options: either a free custom engraved ballistic elevation turret or a

premium accessory kit, which includes a Zeiss Throw Lever, Deluxe Lens Cleaning Kit and five Zeiss Ballistic Cards. Each gift option can be easily redeemed online and has a \$120 retail value.

Customers that are in the market for a new Victory RF rangefinding binocular with Bluetooth connectivity, or a Conquest Gavia spotting scope will also receive a free Terra ED 10x42 binocular with their purchase – which represents a \$499.99 retail value. A free eyepiece (retail value: \$800) is offered with the

purchase of any new Victory Harpia spotting scope in either 85mm or 95mm objective size.

For all Zeiss Terra ED 32mm and 42mm binocular purchases, customers immediately save \$50.

All Zeiss Field Days offers are available through participating Zeiss Authorized Dealers. Quantities are limited, and the promotion is valid while supplies last.

To find out more about these Zeiss products and this promotion, visit www.zeiss.com/us/fielddays.

GAT Marketing Launches eList Direct Email Marketing Initiative

Frustrated with social media channels blocking your ads and limiting your reach because you're in the gun or archery industry?

"As media outlets continue to wreak havoc on our industry, maintaining connections to your customer base becomes a growing concern," stated GAT Marketing CEO Charles Anderson. "After years of spending to develop strong followings on social platforms, video distribution networks and search engines, new policies have been instituted that now limit or ban firearms based companies from interacting with their followers."

As this trend gains traction, it becomes essential that companies focus their marketing efforts on establishing a direct method of communication with their customers. Direct targeted email campaigns are an excellent way to do that. When managed by people who understand the system and how to optimize it, no other marketing activity is more efficient, economical or trackable than email marketing.

GAT Marketing, a firearms industry digital agency, has launched eList Direct,

a new program that optimizes email list development and targeted email campaigns with proven return on investment results. With over 20 years of direct response experience, this team knows the ins and outs and continues to embrace new technology, keeping them ahead of the direct response curve.

With access to over 15 email delivery platforms and the management of list sizes ranging from 6,000 to 2 million, GAT Marketing delivers 50 million sends per month. The company reports that new clients experience a 20 percent increase in sales after their eList Direct strategic campaigns kick off, and data shows that some campaigns are up over 300 percent. Clients have the ability to self-manage and publish content within this system or to access the in-house creative team for assistance with the development of branded messaging.

GAT Marketing works with clients at every level within the industry including distributors, manufacturers and other agencies as well.

Learn more about eList Direct by emailing connect@gatmarketing.com.

MGE Announces Partnership with Sig Sauer

MGE Wholesale has added Sig Sauer firearms, ammunition, optics and accessories to its growing list of products offered to dealers nationwide.

"MGE currently offers over one hundred brands to our partner dealer network. The addition of Sig Sauer to our portfolio is a significant addition for MGE, and our staff is excited to be offering their must-have products to our network of dealers," began Brad Rupert, MGE General Manager. "We appreciate the time and effort that Sig Sauer spends in developing truly innovative products and maintaining the value of their brand through strict MAP enforcement."

Sig Sauer is a leading provider and manufacturer of firearms, electro-optics, ammunition, airguns, suppressors, and training. Sig Sauer is synonymous with industry-leading quality and innovation which has made it the brand of choice amongst the U.S. military, global defense community, law enforcement, competitive shooters, hunters and responsible citizens.

Tom Taylor, Chief Marketing Officer and Executive Vice President, Commercial Sales, Sig Sauer, Inc. added, "The distributor network is integral to the success and growth of Sig Sauer, and we know this is the beginning of a very successful partnership between Sig Sauer and MGE. We are looking forward to working with MGE through their creative exclusive offers and participating in the unique ways in which MGE markets products to their dealers."

GSM Outdoors Purchases Down & Out Blinds

GSM Outdoors is a multi-brand manufacturer with several well-known brands under its umbrella. Its brand portfolio includes Stealth Cam, Walker's hearing protection, Muddy blinds and treestands, New Archery Products, Hawk and Big Game treestands, and more. GSM recently announced that it has acquired Down & Out Blinds, which significantly broadens GSM's already diverse hunting stand and hunting blind product line.

Down & Out Blinds occupy a unique place in the concealment segment due to a hybrid design that blends the light weight and portability of conventional pop-up blinds with the greater stability, optimal visibility, and robust feel more typical of permanent or hard-sided blinds.

Scout and Warrior models from Down & Out Blinds have been engineered to ensure long-term durability and reliable function in any hunting condition. Key features in-

clude magnetic window and door closures, heavy-duty roof struts to withstand snow loads, heavy-duty 600 denier No-Shine Cordura fabric, full-length panel hinges, DarkOut black interior, and more.

"All of us at GSM are extremely excited to bring Down & Out Blinds into our portfolio," said GSM Vice President of Sales and Marketing Ben Smith. "These groundbreaking hunting blinds will fall under our Hawk brand and complement our current line of hunting blinds quite nicely — not only with the key price points we'll be hitting, but also with features and benefits, as these are truly unique blinds that blend the advantages of permanent, hard-sided blinds with the easy set-up and take-down of pop-up blinds."

For more information, visit www.downandoutblinds.com. To become a dealer or have a sales rep contact you, call (877) 269-8490.

NSSF Taking Steps to Prevent Veteran Suicide

One of the industry initiatives that may not get enough attention is our efforts to prevent suicide by firearm. As many know, NSSF has partnered the American Foundation for Suicide Prevention to lend its expertise to this complex issue. As nearly two thirds of all firearm deaths are from suicide, the NSSF is taking on this challenge to help educate members on how to prevent these deaths.

The NSSF recently attended and participated in the VA/DoD Suicide Prevention Conference, held in Nashville at the city's Convention Center. Since last November, NSSF began working with the Veterans Administration to develop a suicide prevention program that will empower communities to engage in safe firearm-storage practices. This program includes information to help communities create coalitions around promoting and sustaining firearm safety with an emphasis on service members, veterans and

their families. In addition to participating in a panel discussion at the Conference, NSSF also distributed its suicide prevention education materials to attendees.

This program is currently getting started in seven test locations around the country — Pennsylvania, Virginia, Florida, Michigan, Texas, Utah and Washington, D.C. The VA-specific toolkit is still in development but will contain some of the already-created AFSP — NSSF materials, as well as NSSF firearm safety materials such as the organization's safe storage infographic.

NSSF's goals with these efforts are to help educate the firearms owning community, including veterans and active servicemen and women, along with firearms retailer and range staff, about suicide and prevention, and contribute to the overall discussion of suicide prevention with national, state and regional mental health groups.

Trophy Hunting Products Sold to Lethal Products

Trophy Hunting Products (THP) manufactures an extensive line of functional field products such as bow and gun slings, soft-sided bow cases, tactical weapons packs and turkey seats. The company is best known for its quick and convenient Back Seat Bow and Gun Sling products.

Lethal Products has acquired THP, and the arrangement should provide additional growth opportunity for Lethal's expanding product line, which currently includes an exclusive series of scent elimination, gear care and insect repellent products. The acquisition includes all intellectual property and brand assets of THP, as well as all existing inventory.

Initial operational changeover took place earlier this year, with all product inventory and daily operations having moved from THP's Gray, Georgia, facility to Lethal's headquarters in Warner Robbins, Georgia.

All THP product offerings are now available on www.lethalproducts.com. Dealer programs and sales opportunities will be available in the fourth quarter of 2019. Dealer inquiries are welcomed.

Make Plans to Attend the Hunting Retailer Show

Targeted specifically to retailers in the hunting and outdoors industry, the Hunting Retailer Show aims to bring the entire industry together under one roof. The exclusively business-to-business event will be held March 9-10, 2020, in Nashville, Tennessee, at the Gaylord Opryland Resort and Convention Center. The exposition will feature manufacturers from the outdoor marketplace focusing primarily on the hunting industry.

"I've been to multiple shows over the past few years and they were either not targeting the hunting market at all, or were specifically targeting one type of hunter. The hunting industry is much more than just guns and archery equipment, and we hope to showcase it all," said Jeff Bruss, president of COLE Expos.

Exhibit space for the Hunting Retailer Show includes carpeted booths, opt-in attendee lists, free passes for exhibitors to gift to customers, free app-based lead retrieval and other value-added benefits. For questions regarding exhibit space, please contact Brad Bisnette at (866) 933-2653 or email show@huntingretailer.com. **HR**





Hunting Rifles

for 2019

Take a look at some of the bolt-action rifles major manufacturers are offering big-game hunters this year.

BY HILARY DYER

Rifles have come a long way in recent decades. Today, we're seeing accuracy we could have only dreamed of 50 years ago, and at sometimes astonishingly affordable prices. When it comes to value for the money, there's perhaps never been a better time to be in the market for a new bolt-action hunting rifle. Manufacturers are stepping up with endless varieties in fit and finishes, camo patterns, an ever-growing list of calibers and unique options that make it easy for any customer to find something to suit them.

What are you offering on your store shelves this season? Here's a rundown of some options from the biggest names in the gun business.

"We're seeing accuracy we could have only dreamed of 50 years ago."



MSRP: \$569

RUGER | AMERICAN

The Ruger American has been around for several years now and might be one of the best values in deer rifles available today. With a crisp, adjustable trigger, lightweight stock, rubber buttpad, three-lug one-piece bolt, integral bedding block system, a cold-hammer-forged barrel with ultra-precise rifling, and a factory-installed, one-piece Picatinny base, this gun has everything the average hunter needs at a shockingly affordable price – with an MSRP starting at \$489. Ruger claims 1 MOA accuracy. For 2019, the Predator model (pictured) is newly available in left-handed versions in .243, 7mm-08 and .308, all with an MSRP of \$569. Other calibers and configurations are available in right-handed versions.



**MSRP:
STARTING AT
\$2,069**

BROWNING | X-BOLT PRO

Browning's venerable X-Bolt recently got an upgrade in the form of the X-Bolt Pro, which features a carbon-fiber stock filled with noise-dampening foam. Browning considers this a semi-custom gun and includes a Cerakote finish for durability. It has a stainless steel barrel and action, a spiral fluted bolt, a lightweight sporter fluted barrel, an enlarged bolt handle and a threaded muzzle. For 2019, Browning introduced a Tungsten model (pictured), which comes with a cool black/gray tungsten-colored Cerakote finish. The X-Bolt Pro Tungsten comes in nine calibers from 6.5 Creedmoor up to .300 Win Mag, with an MSRP starting at \$2,069.



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This ammunition performs so well, that the FSM® team flew into Ontario, Canada for a Black Bear hunt. Six bears were harvested that week, although, not by what you would expect. Six handgun calibers were used for the hunt. That's right! Handgun calibers... even the FSM® TUI® .380 acp did the job of dropping a canadian black bear. All shot through the very reliable, TNW Takedown Rifle. All shots hit their mark, tumbled perfectly, and incapacitated the target in seconds. Don't believe it? Check out the Fort Scott Munitions youtube channel.

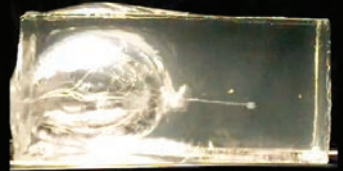
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**MSRP: JUST UNDER \$600****WINCHESTER | XPR**

The budget-friendly XPR Hunter has been a hit for Winchester thanks to features like the M.O.A. trigger system, a bolt unlock button, nickel Teflon coating on the bolt body, polymer stock with textured panels, Perma-Cote matte finish, Inflex recoil pad, steel recoil lug, two-position thumb safety and a button-rifled, free-floated steel barrel – all at an MSRP just under \$600. The big news for 2019 is that the XPR Hunter is now available in .350 Legend, which has exploded in popularity among straight-wall-cartridge shooters.

**MSRP: \$5,000+****STEYR | MONOBLOC**

"Monobloc" means Steyr built the barrel and housing of this gun from one single piece for optimum accuracy. The company calls it an "all-steel weapon for absolute toughness according to military standards." It features an ergonomic polymer stock and some nice safety features, including a hand-cocking system, a bolt lock and a removable trigger unit. The Monobloc also has a very distinct look, with leather inserts in the cheekpiece and grip, and it's offered in a variety of color schemes. For 2019, it's available in .308 and .30-06, and Steyr plans to introduce additional calibers in 2020. This single-piece construction does not come cheap – MSRP on the Monobloc hovers a little north of \$5,000.

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MSRP: \$455
-\$540

MOSSBERG | PATRIOT

In the category of value for the money, the Patriot is a real contender, thanks to features like the Lightning Bolt Action trigger, fluted bolt, box magazine and a wide range of options in stocks and calibers – not to mention its price, which hovers around \$450 or less. The new Predator version comes with a fluted, threaded barrel and a top-mounted Picatinny rail for optics. It comes in two configurations: a brown Cerakote and True Timber Strata model (pictured) as well as a flat dark earth model. The Predator is currently available in six different calibers depending on the color combo, with an MSRP of \$455 for the FDE and \$540 for the Strata.



MSRP: \$799

WEATHERBY | VANGUARD

The Vanguard hardly needs an introduction – it's been a hot-selling, more affordable little brother to the venerable Mark V for years. This year's Badlands version comes in Badlands Approach camo, which Weatherby says "contains multi-layer visual confusion to ensure that the eye cannot detect where one shape ends and another begins." The gun comes with a sub-MOA guarantee, an adjustable match-quality two-stage trigger, fluted bolt body, one-piece machined bolt body, fully enclosed bolt sleeve, three-position safety, cold-hammer-forged barrel, integral recoil lug, and a hinged floorplate. The Monte Carlo polymer stock has texturing on the grip and forearm. The #2 contour barrel has a Burnt Bronze Cerakote finish for durability and protection from corrosion. You can get the Vanguard Badlands in 11 different calibers at an MSRP of \$799.

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**MSRP: \$871****CZ | 557**

CZ's 557 has a short extractor and plunger-style ejector for smooth operation and a receiver machined from steel billet. 19mm dovetails for scope mounting are included, and other features include a two-position safety, detachable box magazine, fully adjustable trigger, and a cold-hammer-forged and factory-lapped barrel. The 557 American has a 24-inch barrel and comes in either walnut/blue or black synthetic/blue, in a variety of calibers from 6.5x55 to .308 Win. A left-handed version and a varmint model of the 557 are also available. MSRP on the 557 American is \$871.

**MSRP: \$1,129****SAVAGE | 110**

Savage claims the 110 is the oldest continuously manufactured bolt-action rifle in North America. It's stood the test of time for a reason, and new models continue to debut. For 2019, the 110 High Country model (pictured) is all about accuracy, with a spiral-fluted, medium-contour barrel, spiral fluted bolt, Savage's famous AccuTrigger, a three-position safety, and the classic 110 action secured three-dimensionally along its entire length within the AccuStock internal chassis. Comb height and LOP can be customized, thanks to the AccuFit system. A low-friction PVD coating on the barrel and receiver protects against corrosion – this is a chemically bonded coating, not a Cerakote. The barrels are threaded, and magnum models come with a muzzle brake. The 110 High Country comes in 11 calibers; all models have a True Timber camo stock and an MSRP of \$1,129.

**MSRP: \$1,149****REMINGTON | MODEL 7**

The Model 7 is, essentially, a compact version of the famous Model 700, featuring 20-inch light-contour barrels with Remington's well-known X-Mark Pro adjustable trigger. The Model 7 is ideal for tight spots like blinds and tree stands, and its size makes it extremely easy to carry for spot-and-stalk hunting. This year, the Stainless H-S version debuted, offering a stainless steel satin finish, a custom-grade, hand-laminated H-S Precision stock with aluminum bedding block, and a free-floated barrel for added strength and accuracy. This gun is made to withstand the elements, so it's a great choice to recommend to customers who hunt in extreme conditions. For 2019, the Model 7 Stainless H-S comes in .308, 6.5 Creedmoor, 7mm-08 and .243, all at an MSRP of \$1,149.

**“There’s perhaps never been a better time to be in the market
for a new bolt-action hunting rifle.”**

**MSRP: \$609****FRANCHI | MOMENTUM**

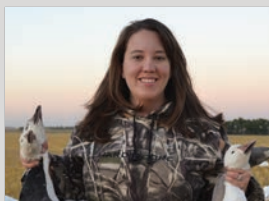
Until recently, Franchi has been known as a shotgun company, making quality inertia-driven shotguns under the Benelli USA umbrella. But the introduction of the Momentum rifle in a budget-friendly price point changed that. With features like a free-floated, hammer-forged barrel; ergonomic stock; TSA recoil pad with length-of-pull adjustability and 50 percent recoil reduction; easy bolt takedown; a one-piece, three-lug fluted bolt; a short 60-degree bolt throw; a hinged floorplate; crisp, adjustable trigger; and a seven-year warranty on mechanical parts, this gun promises everything a big-game hunter needs in an affordable package. It's available in six calibers, with a threaded or plain barrel, and also as a package with a Burris Fullfield scope. MSRP is \$609 without the scope; \$729 with it.

**MSRP: \$3,140****NOSLER | M48**

The M48 comes in a number of variations, but new for 2019 is the M48 Mountain Carbon. This gun was purpose-built for the mountain hunter who needs an accurate rifle that's as light as possible – it weighs just 6 pounds and promises sub-MOA accuracy. All steel surfaces are coated in Tungsten Grey Cerakote for weather resistance, and the stock is carbon fiber to save weight. The match-grade barrel is carbon-wrapped; the action is glass and aluminum pillar bedded for accuracy. A textured finish offers a good gripping surface even in wet weather. It comes in seven different calibers, all with a 24-inch barrel. This accuracy combined with a super light weight doesn't come cheap – MSRP on the M48 Mountain Carbon is \$3,140.

**MSRP: \$699****MAUSER | M18**

Mauser is calling the all-new M18 “the people's rifle,” promising sturdy construction and quality materials. Features include a solid three-lug locking system, cold-hammer-forged barrel, silent three-position trigger lug safety system, adjustable trigger, removable five-shot magazine, and a butt plate that can be removed without tools to access a small storage space. In addition, the synthetic stock has integrated soft inlays in the pistol grip and forearm for extra traction in inclement weather. For 2019, it's available in six of the most common big-game calibers. Granted, this is not your classic beautifully appointed Mauser M98, but it's Mauser quality nonetheless, and at an MSRP of \$699. **HR**

**PRO STAFF**

Hilary Dyer has 17 years of experience editing hunting and firearms magazines and is the current Editor in Chief of *Hunting Retailer* and *Clay Target Nation*. She has pursued big game and waterfowl across the U.S. and around the world and is developing a passion for long-range precision rifle shooting.





Making Your Professional Attitude Shine

Putting on your happy face will help customers open up — even when you're not really feeling it.

BY PATRICK MEITIN

My past stint in retail sporting goods constituted a second job. I was good at it, usually the store's top salesman month to month (sales associates earned commission, so these things were tracked closely). But I wasn't exactly happy to be there. The second job was taken in desperation when my wife was unexpectedly laid off from a longtime military contract job under the Obama administration, because the mortgage, health insurance and such still needed to be paid for. So for several years I operated on five to six hours of sleep per night, waking at 4 to 5 a.m. daily to remain abreast

of writing deadlines, working on my days off and commuting an hour to the "real job" to put in a full day. And then the promotions started, increasing my work load and responsibilities in exchange for modest pay bumps. I was invariably exhausted and generally resentful. That's about as brutally honest as I can be about the entire situation.

And though my workmates might have suffered from my sleep-deprived grumpiness (especially after being promoted into management positions), customers certainly did not. For customers, no matter how tedious, rude or pushy they proved, I put on



← Train your sales team to break the ice with customers, making conversation before jumping right into a "What can I help you find?" sales pitch.

↑ Sales associates gain confidence by actually knowing what they're talking about. Whenever possible, your associates should be using the products you carry to get hands-on experience.



PRO STAFF

Patrick Meitin worked in various bow shops off and on while in high school and college. More recently he worked as a low-level manager in a regional sporting-goods chain as a salesman, employee scheduler and mechanize specialist. He has been heavily immersed in the archery and firearms trade for more than 30 years.



“By projecting a positive attitude, people view you as successful and trustworthy — someone they want to do business with.”

my happy face. At first this felt completely forced, but eventually it became my default demeanor. A more accurate explanation might be that I am truly shy at heart, but as I began to become more comfortable around customers, putting my best self forward became easier each day.

I also remember, while still a teen, reading someone, somewhere — one of those cheesy self-help gurus like Zig Ziglar probably — say that being positive was imperative to success. If someone asks how your day is going, for example, they don't want to hear about your aches and pains or personal issues. Seriously, they really don't. Instead you respond with something to the effect of, “I'm great! Isn't it a wonderful day?” even if your favorite dog just died and your wife/husband left you. The idea is that by projecting a positive attitude, people view you as successful and trustworthy — someone they want to do business with. It's something I've somehow never forgotten, from my days of guiding big-game hunters right out of high school to this day.

Yet the fact remains that no matter how disingenuous this may seem, projecting a positive attitude at all times is contagious to those around you. Observe the people you work with and you'll invariably see those who are constantly complaining of petty slights, incompetent management, or being underpaid and overworked (yet they always seem to have time to stand around kvetching).

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“No matter how disingenuous this may seem, projecting a positive attitude at all times is contagious to those around you.”

These people are downers and have a tendency to bring those around them down with them, forever spreading seeds of discontent. Now think of the employee who seems to excel, rally people when the pressure is on, jump in with a can-do attitude, laugh when others are upset, and refuse to let the kvetchers get them down. You look at them and tell yourself, “They’re right, it’s not that bad. We can do this.”

I’ve long contended that you make your own mood. You can decide to be mad at the world or you can choose to shake it off and put your best foot forward. You can become depressed about your situation (everyone has their problems) or force a positive attitude. And just like a positive front changes the outlook of those around you, it also has a way of brightening your own outlook as well. Studies have shown that something as simple as donning a bright smile can positively affect the person smiling. Smiling and laughing changes your own outlook on life.

Being in a retailing atmosphere, you’ll be dealing directly with people with their own problems and biases. Generally, most customers are adverse to any perception of a hard sell or being pestered. They may feel they are being hustled or pressured, at worst, or their privacy invaded at best. To remain an effective salesperson, you must break through those barriers, and that starts with a positive, happy approach. Put yourself in a customer’s shoes. You’re approached by a mopey, monotone salesman who greets you with, “Have you been helped yet?” or “Need help finding something?” or “What are you looking for?” and your first instinct is to get that depressing person away from you. The savvy salesman is a bit more patient (as I’ve discussed in previous columns) so as not to encourage a customer to instinctively deploy their deflector shield. But you must also exude positive vibes, happiness and light. You must make a customer trust you, yes, but you also want them to decide you’re someone they wouldn’t mind spending part of their day with.



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← An associate who's a natural introvert might assume that customers prefer to be left alone, but that's often not the case. Encourage them to be friendly without overdoing it.

A bright smile is priority one. Subconsciously, every non-psychopath reacts positively to a smile. That positive start is then extended with small talk. Talk about the weather ("Man, it's hot/cold out there, isn't it?" or "How are the roads? It was pretty slick coming in this morning."), talk about sports if your customer is wearing obvious team wear, compliment them on something they are wearing or on a woman's hairstyle. You're not in salesman mode yet — you're lightening the mood, breaking down barriers. Only after you have broken the ice should you ask, "So, what brings you in today?"

That positive attitude continues during the sale. If you don't have what a customer wants, make a concerted effort to find it for them, through special order, even at another store. Such gestures won't be forgotten. If you must go into the stockroom to retrieve something, do so at a trot, letting the customer know their time is important to you. All the while, work to set your customer at ease, providing positive reinforcement for choices made or encouragement during decision making. For many, especially during big purchases like guns, bows or optics, that purchase brings joy. Be part of that happy experience and customers will return to enjoy your company again. **HR**

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These Boots Are Made for Hunting

Check out these eight pairs of boots you might consider offering to your customers.

BY KEVIN REESE

My Pop, ever the dad he didn't have to be, never missed an opportunity to share nuggets of fatherly, blue-collared wisdom with me. Among many, came a piece of advice soon after I joined him at the sheet metal factory: "If you're going to make a living on your feet, spend money on 'em." His message was obvious, although I'd find out soon enough how much it sucks when you don't, or can't. I worked the swing shift at the factory with Dad until I graduated high school, and throughout that time, two pair of Redwing boots were routinely parked by

the front door. Soon after graduating, I found myself standing on the Corps' infamous yellow footprints. For the next eight years, my boots, erroneously referred to as slick black Cadillacs, were anything but a luxury. By the time I discharged, my feet were a brutally calloused mess and my knees were worse for the wear.

The next 16 years were a far sight better. I returned to the grit and grime of a factory floor but stayed true to Pop's words. I can't imagine the shape I'd be in had I not invested in my money-makers during that time. Pop's words have also

↑ Trashed feet equal a ruined hunt. Encourage your customers to invest in quality footwear that won't let them down at the moment of truth.

proved to be invaluable throughout my outdoor writing career. Terrain and weather can be unforgiving. As ambassadors of our outdoor heritage, you owe it to your customers, as much as I owe it to readers, to share some fatherly advice — let them know how important good, purpose-driven boots are for outdoor pursuits. That said, let's walk down a short list of great boots sure to meet their outdoor-adventure needs.

Danner Pronghorn

Given my own extensive experience with Danner, their boots are a sure-fire shoe-in for this list. My current go-to boots for range time and thermal hog hunting are Danner Full Bores. As an avid precision shooter and hardcore hog hunter trekking across expansive crop fields, even through thick mud, I have done my level best to destroy them, but they still look new. Of course, Danner's reputation for comfort and reliability wasn't born overnight — the company has been busy making feet happy since 1932.

More than Danner's Full Bore boots, the company's Pronghorn series is among their most popular and, according to Danner, the cornerstone of their hunting lineup. Today, Danner's fifth generation Pronghorn boots benefit from nearly 20 years of footwear innovation specifically geared towards hunters and are available in four 8-inch models: Realtree Edge in both 800-gram and 1,200-gram PrimaLoft insulation, Mossy Oak Break-Up Country in 800-gram PrimaLoft insulation, and non-insulated brown. Danner also offers a brown, 17-inch, side-zip Pronghorn snake boot boasting full-grain leather, 1000 denier and 360 Snake Guard protection.

All Pronghorn boots are built on an improved, athletic 851 last and feature Danner's advanced TerraForce Next support, combined internal and external shank, Vibram SPE midsole and breathable yet waterproof Gore-Tex. Honestly, with Danner's Pronghorn line offering everything from uninsulated and snake boots clear up to 1,200-gram PrimaLoft insulation, there's something for every customer, for every season.

Lacrosse Navigator Series

When it comes to hog hunting in ridiculously muddy crop fields or trekking through sloughs to reach my favorite hunting spots, I've depended on Lacrosse AlphaBurlly Pro boots for the past several years. They've never let me down, and like those Danner Full Bores, they seem indestructible — my AlphaBurllys have never leaked and still look great, even after walking miles across downright brutal terrain.

New for 2019, LaCrosse introduced its Navi-



← Danner Pronghorn



← Lacrosse Navigator Series

gator series, composed of Atlas and Windrose boot lines — Windrose also includes boots specifically designed for women. Navigator series boots take LaCrosse on a new and exciting path of innovation: combined leather and rubber construction. As a result, the Navigator series promises uncompromising comfort, top-performing foot support and the same peace-of-mind waterproof protection I personally have come to rely upon from LaCrosse boots.

Navigator series Atlas boots are available in four 8-inch models: non-insulated brown, Mossy Oak Break-Up Country 400-grain and 1,200-grain PrimaLoft insulation, and Realtree Edge 800-grain PrimaLoft insulation.





"If you're going to make a living on your feet, spend money on 'em."

Atlas boots also boast shock-absorbing, rubberized EVA midsoles, cushioned polyurethane footbeds, high-profile rubber heel and toe cups for improved protection and support, LaCrosse Grip (LXG) outsole with InfiniTrac lugs and Dry-Core waterproof lining.

Windrose model boots feature NuBuck leather uppers, Dry-Core waterproof lining, rubber Durafit heel cups, rubberized EVA midsoles and Windrose outsoles with multi-directional lugs. Men's Windrose models include uninsulated brown as well as Mossy Oak Break-Up Country with 600-gram Thinsulate Ultra and Realtree Edge with 1,000-gram Thinsulate Ultra insulation. Women's 8-inch Windrose boots are offered in Realtree Edge with 600-gram Thinsulate Ultra insulation and non-insulated two-tone brown and midnight blue. If your customers are hunting for affordable boots offering premium comfort,

support and durability, they're sure to like LaCrosse's Navigator Series.

Kenetrek Mountain Extreme

"It was the toll on my feet that made me want to lay down and die." These were the words of Jim Winjum on the back end of a 2002 sheep hunt high in the Northwest Territories' Mackenzie Mountains, and his experience was the catalyst for a new boot brand, Kenetrek, launched in 2005. Who better to design boots for high-country hunters than a high-country hunter? Like many entrepreneurs, Winjum's boot-making journey began with understanding the lifestyle, desires and needs of others who share his passion for rugged high-country pursuits.

Today, the result of Winjum's there's-got-to-be-a-better-way-to-do-it boot design, as well as feedback from end users, is Kenetrek's 10-inch Mountain Extreme. Kenetrek Mountain Extreme Boots are handmade in Italy and available in two models: uninsulated and with 400-gram Thinsulate. Mountain Extreme features include premium 2.8mm full-grain leather uppers; seamless, single-piece, vamp construction; reinforced double- and triple-stitching; 7mm nylon midsoles;



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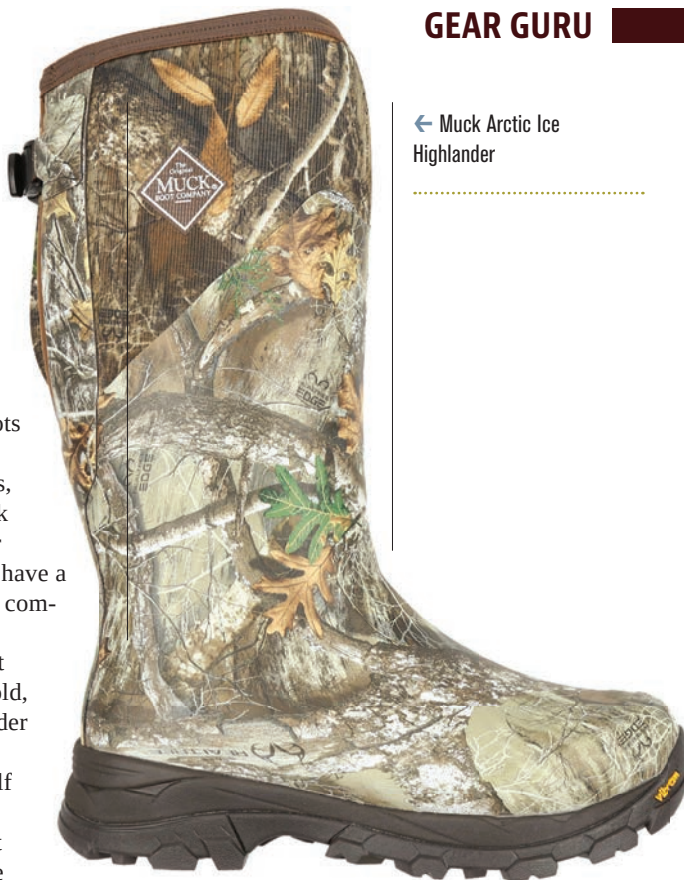


waterproof yet breathable WindTex protection; reinforced rubber sole guards and lightweight K-Talon outsoles for ultra-reliable traction.

Muck Arctic Ice Highlander

Few words epitomize generic trademark names like Muck. Regardless of brand, countless outdoor enthusiasts refer to boots designed to prevent water and mud infiltration as “muck” boots — a great problem to have if you’re a marketer for Muck Boots. For retailers, it’s hard to beat offering original Muck Boots for those good folks looking for muck boots. Even better, Muck Boots have a healthy reputation with consumers for comfortable, leak-proof reliability.

For warm, comfortable, 100-percent waterproof performance in extreme cold, Muck Boots offers Arctic Ice Highlander Boots. Arctic Ice Highlanders include elastic Spandera uppers, adjustable calf gussets and 8mm neoprene booties with fleece lining encapsulated by soft rubber. True to its name, the Arctic Ice



← Muck Arctic Ice Highlander



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Highlander also includes an EVA midsole and Vibram Arctic Grip outer sole complete with Icetrek technology for dependable trekking in extreme, icy environments.

Rocky King Snake Boa Fit System Snake Boots

Rocky Boots has been a heavy hitter in the hunting world for a long time; in fact, I wore Rocky snake boots for years and loved them. For the price, they couldn't be beat. At the time, when snake boots were constructed of seriously rigid Cordura, my Rocky boots were also the most comfortable of any I had found. Today's snake boots are less rigid and much more comfortable and offer better protection, and Rocky still ranks among the industry's most popular hunting boots. The King Snake Boa Fit System Waterproof Snake Boot is proof they still belong among the outdoor industry's top footwear producers.

Rocky's 16-inch King Snake Boa Fit System Snake Boots feature Vapor Pass waterproof technology, removable Airport comfort-designed insoles, fiberglass shanks, Realtree Edge camo, and high-wall Vibram outsoles that are



← Rocky King Snake Boa Fit System Snake Boots



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stitched into the upper for enhanced support and increased durability. RKS' most striking feature is the Boa Fit lacing system. Simply turn the dial to tighten for a perfect fit. In a world filled with tall, traditionally laced snake boots, your customers are sure to love the speed, ease and precise fit Rocky's Boa FIT system offers.

Thorogood Veracity GTX

Weinbrenner Shoe Company, producer of Thorogood boots, has been in business since 1892. The company's stable business for most of its illustrious history has focused on the design and manufacture of "job-fitted" footwear; in fact, in 2014, Weinbrenner Shoe Company introduced their heritage line of boots. Throughout the 20th century and now into the 21st century, Thorogood has been a household name for work and lifestyle boots. The company's foray into hunting boots as outdoor lifestyle footwear was not new by any stretch; however, their 8-inch Veracity GTX has certainly garnered well-deserved popularity among avid hunters who demand premium comfort, protection from the elements and long-term reliability.

Thorogood's Veracity GTX Hunting Boots are



← Thorogood Veracity GTX

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offered in two models: uninsulated brown and Mossy Oak Break-Up Country with 600-gram Thinsulate insulation. Veracity GTX boots also boast Gore-Tex waterproof protection, Vibram cup TC4-rubber outsoles and removable, military-grade, Comfort 125 polyurethane insoles. Let's be honest — shoe companies don't clock 127 years of business and a reputation beyond reproach by producing shoddy boots. When it comes to Thorogood's reputation and rich history, Veracity GTX Hunting Boots just might sell themselves.

Irish Setter VaprTrek

As I mentioned earlier, I grew up with my Pop's Red Wing boots as a regular feature next to our front door. When I was old enough to join him in the factory, there were two pairs by the door. While today's Red Wing boots benefit from over 110 years of research and development, the boots also spawned the Irish Setter line in 1950, named after the reddish coat of Irish setter hunting dogs. At 64 years into Irish Setter's legacy, I was introduced to the brand's VaprTrek boots. Yes, I still own them and wear them often; they are incredibly comfortable and certainly among my favorites, especially in warmer weather.

Five years later, with Irish Setter now at 69 years young, the company's most popular hunting boot, the VaprTrek, received an upgrade. While my 2014 VaprTrek boots weigh roughly 40 percent less than traditional-styled Irish Setter boots, the 2019 VaprTrek are lighter still, with even more advanced technology.

Irish Setter's updated VaprTrek Hunting Boots feature Realtree Edge camouflage; Ultra-Dry waterproof protection; uppers with a mix of full-grain leather and lightweight rip-stop fabric with military-grade, fast-drying linings; Cushin Comfort Tongues; ScentBan scent control; ArmaTec XT high-wear protection; EnerG impact comfort; multi-tiered, self-cleaning outsole lugs; and wrap-around insteps for enhanced protection and gripping while climbing and riding. Irish Setter VaprTrek Hunting Boots are available in two models: non-insulated and with 400-gram PrimaLoft insulation.

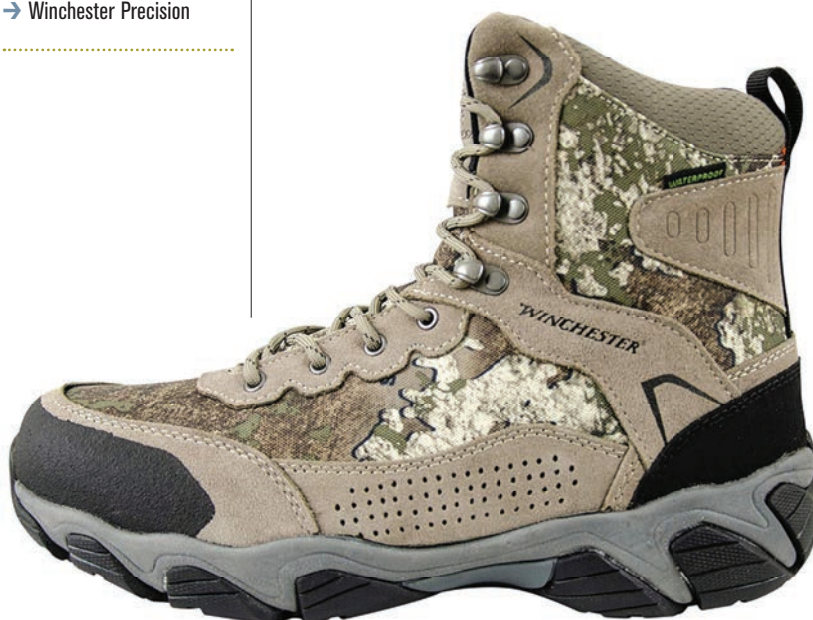
Winchester Precision

Sure, Winchester is known from coast to coast as the "gun that won the West" and much more recently as the company that unveiled the buzz-worthy 350 Legend straight-walled hunting cartridge, but Winchester also offers some mighty fine, ultra-affordable hunting boots. Among several Winchester model hunting boots, the



← Irish Setter VaprTrek

→ Winchester Precision



“As ambassadors of our outdoor heritage, you owe it to your customers to let them know how important good, purpose-driven boots are for outdoor pursuits.”

top stand-out offering is the company's Precision boot.

In a get-what-you-pay-for-world, your cost-conscious customers are sure to love Winchester's Precision boot. While comfort and performance might not be on par with other boots in this roundup, the price point is also exponentially lower, and to that end, these just might be the best bang for your customers' value-seeking bucks.

Winchester's 8-inch, lightweight Precision Hunting Boots boast 100 percent waterproof construction, comfortable EVA midsoles and a lightweight outsole designed for enhanced

traction and all-day comfort. While Winchester Precision boots are lightweight, 600-gram 3M Thinsulate insulation makes them a great choice for hunting in cooler weather. Considering diverse retailer product offerings, stocking Winchester Precision boots, along with a few of the previously mentioned boot brands, definitely makes good sense. **HR**



PRO STAFF

Kevin is an award-winning outdoor writer, Marine Corps veteran and avid hunter. His favorite pursuits include feral hogs with a bow or with a thermal scope and AR-style rifle in his home state of Texas. Of course, he also loves deer, elk, turkey, duck and dove hunting – and the list continues to grow.



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QUICK HOLIDAY MARKETING TACTICS

Didn't make a Black Friday plan? No sweat — here are some last-minute marketing tips to help you sell more this holiday season.

BY TONY ARNOLD

The holidays are here, and maybe the sales kick-off is not what you had hoped. Did the busy season sneak up on this year? Didn't make any plans, run any sales or host any big Black Friday events? There's still time to give sales a boost before the end of the year. Here are a few ideas from

a Chief Marketing Officer that can help boost sales quickly during the holiday season.

Staff Training

Believe or not, frustrated customers who come to a store and can or cannot find what they want quickly have the biggest impact on sales. Sales



← Sales are great, but be sure to put some marketing effort behind the sale so customers actually find out about it and come to the store.

“It’s time again to fire up that MailChimp or Constant Contact account and engage customers at least twice a month during the holidays.”

staff should always be prepared to answer the question, “Where can I find ...?” During the holidays, host a pre-first shift and pre-second shift meeting each day with all floor staff, including cashiers, on what the deals are and where they are located in the store. A simple “Did you know we also have X on sale today?” comment to customers by the cashier team can boost sales drastically.

A simple emailed deal sheet and location information distributed daily to the floor staff can have a huge impact on sales. Also pay close attention to the noted location of the deals on the floor if you move inventory around to stacks or end-caps. The last thing you want is a salesperson wasting customers’ time searching for the deal.

Load the Checkout Area

Every retailer attempts to get customers out the door as quickly as possible, however, lines inevitably form during the checkout process, and

this is a great place to stock \$10 and under items, even if they are not on sale. Foam earplugs, inexpensive eye protection, rimfire ammo, camo hand sanitizer and AR-15 mags are easy things every retailer can have a small display of near the checkout. A few steps back from the cashier area is a good place for high stacks of larger-sized items such as ammo boxes, coolers and ammo pallets. One trick is to fill the bottom layer with empty product boxes. This gets the product higher up to eye level and prevents customers from stooping down to shop.

Sale vs Really on Sale

There’s a joke in retail that everything is always on sale and sometimes it is “really on sale.” The holidays are one time to pull out the On Sale tags. If it is even slightly discounted from retail price, you can list the product as on sale. Featuring window and store signage that says “Everything on

↓ Staff training is vital. Make sure all staff knows where to find sale items and what the most popular upsell products will be.



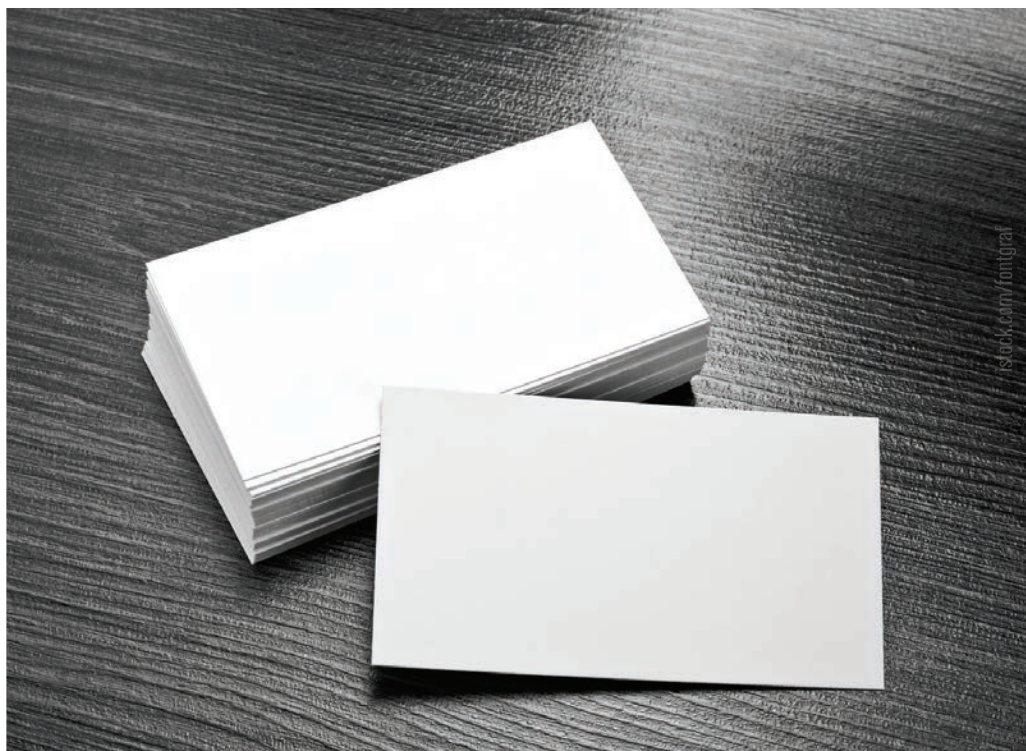
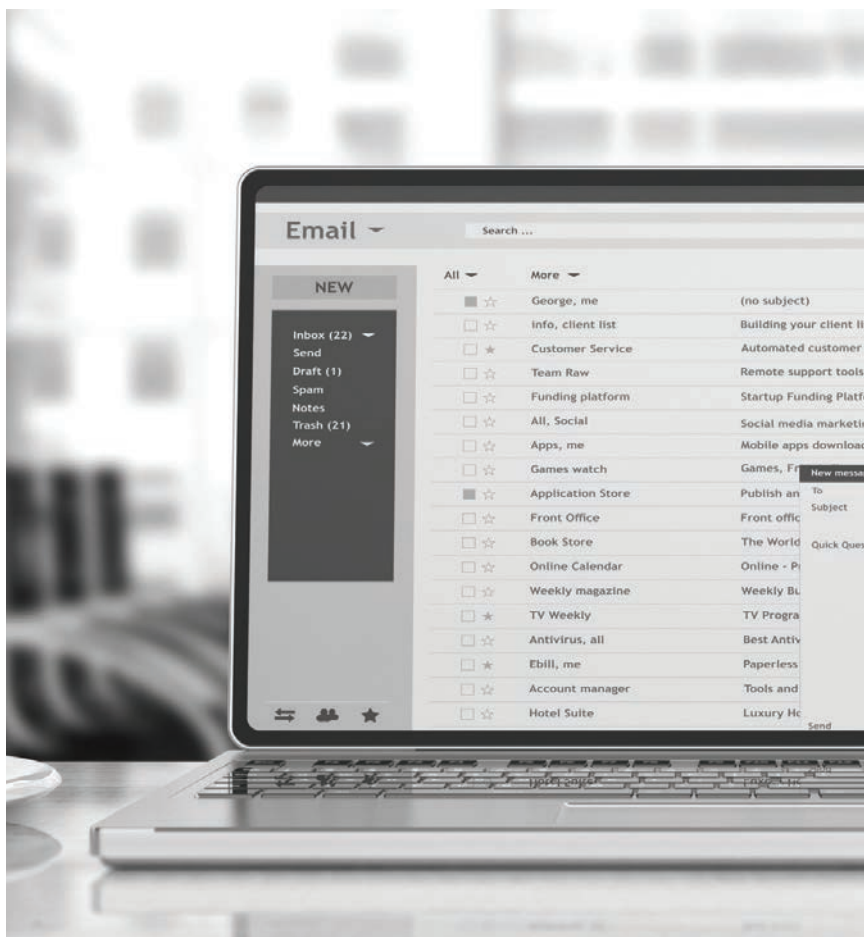


“You will be shocked how many products you sell with a simple 'clearance' sign on the dump bins.”

Sale” with highlighted super-special sales deals is a great way to generate urgency during the sales dip right after Black Friday. Find a local sign company that will print general all-season “sale” signs in reusable vinyl window clings and hangable ceiling banners.

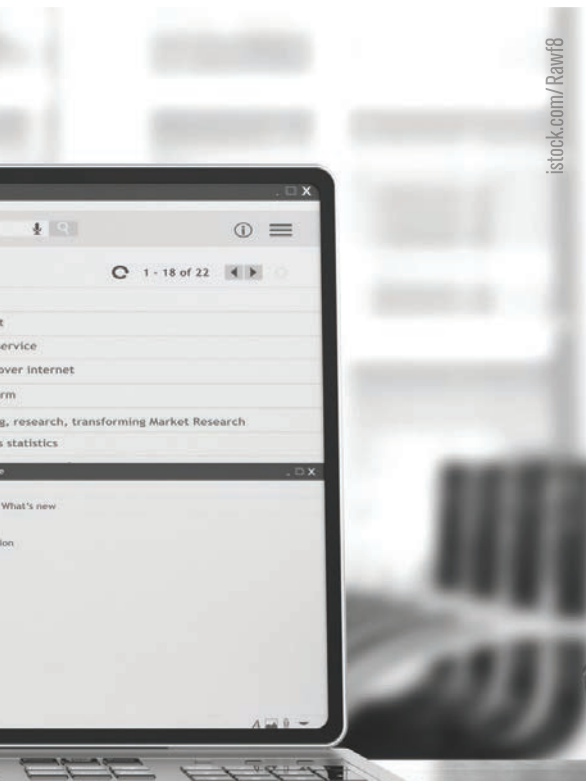
Wish List Business Cards

Business cards are super cheap, very easy to customize and quick to make thanks to companies like VistaPrint and Moo. Consider printing extra-large logo-ed and branded Wish List Cards. Print business contact information on one side with a blank list on the back where a salesperson can write out what a buyer wants, including model and price. The buyer can give that to their loved ones to ensure everything is easy for the holiday buyer. Printed material has a higher marketing value than digital, is retained longer and has been shown to have a higher sales conversion than digital. For under \$50, it's worth a shot.



↑ Stay in touch with your customers via email to let them know about holiday promotions.

← Tangible, printed material has real marketing value. Try printing up business cards with space for a "wish list" on the back, and encourage shoppers to take the wish list home to give to their loved ones. It makes shopping easy, it helps customers get what they want, and it ensures gift-givers will come to your store to buy!



istock.com/Rawif8

Big Sales Deals Tags

The customer will never know that you have the best deal around on a rifle, scope and ring combo if they never have the opportunity to hear about it. Make sure these types of items are tagged with large “Special Combo Price” tags. This should be easy to print and make with just a hole punch and printer. A web search for “Printed Sales Tags” will showcase a huge number of inexpensive tagging option, including custom designs. Concentrate on tag designs that can be reused year round and can be ordered in larger and lower-cost bulk.

Sales Dump Bins

Everyone loves a bargain, right? This is a great chance to clear out all that old inventory. There is always a certain type of customer who loves to rummage through random product sales dump bins. Just take all those unboxed returns, one-only and random items and price them at a deep discount and load up the dump bins. Anything can be used as a dump bin, from large empty ammo crates to shopping carts. You will be shocked how many products you sell with a simple “clearance” sign on the dump bins.

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Unadvertised Specials

Many companies have MAP (Minimum Advertised Price) restrictions, however, an acceptable workaround during the holidays is to have a special in-store-only discounted price. Many smaller retailers have had significant success with a limited-time, limited-quantity sale of MAP-restricted items during the holidays. This is a great add-on sales tool for sellers to be able to offer a rifle and typically MAP-price optic for a deep discount. Many manufacturers will also offer limited MAP holidays during the holiday period if a certain purchase is made.

Builder Showcase

If customers see the cool products, they want them. Many dealers I have talked with have talked about how one or two custom rifles on a prominent display surrounded by the parts used on the rifle have delivered a huge sales jump. Similarly, if your shop offers custom Cerakote, a simple display with the cost of the coating is a great way to fill the Cerakote production calendar. These guns with a few good social media and email-ready pictures can be good teasers to get customers in the store to see the custom guns.

Email Marketing

Fire up that MailChimp or Constant Contact account and engage customers at least twice a month during the holidays. Deals, events and even how-to articles featuring new or hot-selling products are great ways to get customers in the store. How-to video and articles that target the AR/modern sporting rifle builder are great ways to generate traffic for all those little billet parts that deliver high margin and are great stocking stuffers from the spouse.

Social Media Posts

Most businesses forget to duplicate all those great offers and deals and list them in their social media. Some social media outlets are cracking down on non-paid business accounts, so be aware that some social outlets may charge you for posting business-related advertising and offers. Pictures of new products just in are always great non-sales ways to engage with customers.

Engaging Local Clubs

Many local outdoor-related clubs in your area offer free or very low-cost advertising to their members via their newsletter or other means. The

“For those shopping for their beloved who rarely visit your store, make it really easy for them with a display of \$20-and-under items.”

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recommendation is to go big and offer exclusive discounts, but make them worthwhile and limited quantity. This is a great way to move a lot of inventory.

Gifts Under \$20 Display

For those shopping for their beloved who rarely visit your store, make it really easy for them with a display of \$20-and-under items. Offering some themes for the handgunner, fisherman, rifle shooter and competitor, plus some universal products, delivers a nice purchase story that could add up to four or five different items. These displays are sometimes referred to as gateway displays because non-customers will start there and then end up elsewhere in the store. Good, knowledgeable sales staff should help non-customers quickly find what they are looking for elsewhere in the store. Make sure your social media posts and emails reflect that it is easy to get in and out quickly, and also ensure that message is easily forwardable/shareable by your target customer. If you make it easy to share the message from customer to the buyer and easy for the buyer to come in and purchase, this will be a go-to shopping spot each year for new customers.

Holiday Events

Generally, sitting-on-Santa's-lap events do not generate many sales, however, working with distributor and manufacturer reps can deliver big sales. Holiday demo days and events paired with super-special deals or MAP holidays on those products featured during the event are great ways to generate traffic and close larger sales quickly, and they can even be an opportunity to generate secondary sales. Oddly, after-hours technical product Q&As with experts have a large attendance paired with special offers or pre-sales non-stocked deals. There is a segment of customers who want to know all the technical details of how things work and love these events. **HR**

PRO STAFF - Tony Arnold is an awarded chief marketing officer and marketing strategy thought leader with more than 20 years of database marketing experience in global Fortune-level corporations, including Sears, IBM and HP. Over his career, Arnold has developed, created and managed database marketing systems that have generated approximately \$57B in revenue.



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HUNTING RETAILER 2020 SHOW

2020 HUNTING RETAILER SHOW EDUCATION LINEUP



WHITNEY JOHNSON – DANVILLE OUTDOORS **MEETING THE NEEDS OF YOUR FEMALE CUSTOMERS**

The female demographic is an ever-growing portion of the hunting retailer's consumer base. In Whitney Johnson's presentation, she will talk about how to meet the needs of female consumers and how to turn them into regular customers without simply stocking your shelves with pink. She's read research on female consumers and has applied it to the industry, creating strategies that can really give a boost to your business. Even if you don't have many female customers, it's likely that a large number of your male customers are being told how much they can spend at your store by a female at home.



COLLIN COTTRELL – C3 MEDIA **BEAT SOCIAL MEDIA ALGORITHMS BY BUILDING A TRIBE**

Social media networks are making it harder and harder to reach your own page followers unless you spend money on advertising campaigns. Collin Cottrell's presentation will give hunting retailers hard-hitting social media marketing tips, practical tactics and useful resources that they can implement to beat social media algorithms and build a super-engaged tribe that wants to purchase hunting products.



WILLIAM NAPIER – NSSF **OPERATION SECURE STORE**

Learn how having a secure store can have an impact on many aspects of a retail business; profit, inventory management, personnel management, product on the shelf, social media and marketing, just to name a few. Take a free security risk self-assessment before the 2020 Hunting Retailer Show at www.operationsecurestore.org and bring your questions to the session.



GARY LAMBERT – LAMBERT, SHORTELL AND CONNAUGHTON **TRADEMARK LAW AND ISSUES FOR HUNTING RETAILERS**

Gary Lambert will speak about trademarks, copyrights, patents and related litigation with respect to how these topics relate to hunting retailers. Specifically, Gary will discuss why trademarks, trade dress, brands, branding and product and store names are important considerations for retailers. He will also cover the steps retailers should take if they are the subject of trademark infringement or accused of infringing another's trademark. Gary will also discuss copyright law as it concerns retail websites. Additionally, he will discuss utility and design patents, what protection patents provide to the patent owner, and what to do if a retailer is accused of patent infringement.



TIM GLOMB – AUDIENCE SHERPA **BUILD, MANAGE AND ENGAGE YOUR CONSUMER DATABASE TO DRIVE MEASURABLE SALES**

In this discussion Tim Glomb will reveal how dealerships, retailers and brands can turn their marketing efforts into a sustainable database that delivers revenue for the long term. Beyond social media, paid media and other traditional marketing tactics, Tim will explain how anyone, from the local outdoor shop owner to a global brand manager, can easily build, manage and engage their existing consumers to drive sales while also converting their competitors' customers into their own. Real strategies and case studies from outdoor brands and dealerships will be used to help you understand how to maximize your marketing efforts while building an asset that can be tapped when and where needed. This presentation promises to arm you with new ideas, real world tactics as well as suggested tools and technologies no matter your budget, staffing resources or business goals.



CHRIS O'HARA – BONNIER CORPORATION
MARKETING AND SALES STRATEGIES TO
MAXIMIZE EXHIBITING AT CONSUMER SHOWS

Outdoor retailers annually spend millions of dollars and a great deal of time marketing

their businesses. While the times have changed, and e-marketing has become the focus of many outdoor businesses, consumer outdoor shows are still a great opportunity to market your business to new customers and create brand awareness. We will take a look at the many ways that retailers, of any size, can maximize their time and money spent before, during and after participating in consumer outdoor shows. Topics will include traditional marketing, e-marketing and sales strategies that can result in a higher ROI for your retail business. Consumer outdoor shows are still a very strong way to market your business and with the right strategy can create new and long-term loyal customers.



JON RYDBERG – RETAIL TECHNOLOGY GROUP
MIGRATING TO AN INTEGRATED POINT OF
SALE (POS), EBOUND, ENICS AND E4473
SYSTEM

If you operate a gun store, then you know moving to a new Point of Sale (POS) system requires migrating regulated ATF data. It comes in the form of firearm descriptions, electronic bound book records, and sometimes, vendor/customer information and licensees. For many older companies, it might also mean sun setting and applying for a new FFL. This session addresses basic through advanced level topics relating to this migration.



NATHAN DUDNEY – JAGEMANN SPORTING
GROUP
THE RISE OF WORLD CLASS MANUFACTURING
IN THE FIREARMS AND MUNITIONS INDUSTRY

Historically, major firearms and munitions manufactures have made good functional parts, even if it has required some factory line "gunsmithing." With the boost of engineering talent migrating over from the automotive industry, and with increased end user demand for less expensive, higher quality products, a new revolution of class A manufacturing principles has been widely adopted throughout the firearms industry. These changes mean better quality products for the end user, fewer changes after product launch and consistent production from year to year. This is important to end users and retailers alike because it means fewer returns and warranty claims, lower costs and higher margins and consistency in product quality year after year, helping to build brand loyalty



FEATURED EXHIBITORS
(AS OF OCT. 11, 2019)

AIR VENTURI
ALPINE INNOVATIONS, LLC
AMERICAN TECHNOLOGIES NETWORK (ATN)
BUCKNBear KNIVES
EO TECH INC
JTS GROUP / XISCO USA INC
KLYMIT
L&Q TACTICAL
MCMILLAN GROUP INTERNATIONAL
MOUNTAIN LAKES, INC.
MTR CUSTOM LEATHER
OSPREY GLOBAL
OUTDOOR SPORTS MARKETING (OSM-USA)
RUGID
SEAL 1, LLC
SELLMARK CORPORATION
SHEFFIELD KNIVES
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20 GIFT IDEAS FOR HUNTERS

It's that time of year when shoppers will be picking up gifts for family and friends. What can you show them that'll make the perfect gift for the hunter in their life?

BY ZACH BOWHAY

The holiday shopping season offers your store some unique opportunities: You're likely to see an influx of shoppers who don't know exactly what they're looking for. They're not avid hunters or outdoorsmen themselves, but they're shopping for a husband, a wife, a dad, a brother, a daughter, or someone else they love who enjoys hunting. It's your job to point them in the right direction and show them some good gift options for the hunter in their life, while staying within their budget. After all, hunters always want something new for the hunt. We scrounged around and found 20 items to get the ideas flowing and just maybe help you point your customers to just the right gift for their hunter.



All-Purpose Binoculars

Every hunter needs a good set of binoculars, and the new Vortex Diamondback 10x42 HD (\$280) is a sweet set that won't break the bank. With a nice rubber armored ergonomic feel and only weighing in at 21.3 ounces, the Diamondbacks are a joy to carry and use in the field. The lenses are multi-coated to increase light transmission, and the multi-layer coating on the prisms help provide clear and crisp images. The Diamondbacks are also tripod compatible, and they come with the Vortex Glasspack harness included (\$30 value) so the hunter always has a secure way to carry and store their binos.



← Vortex Diamondback
10X42 HD

2

A Handy Phone Skope

Nearly every hunter nowadays heads into the field with two things in tow: optics of some sort and a smartphone. Luckily, there will be no need to tell people of the one that got away when you can show them a picture. For years the folks at Phone Skope have been making cases that go on a smartphone, making it easy to attach to optics, so hunters can bring home great pictures. Most of the cases retail for around (\$58), and they make them for nearly any optic or phone you can imagine.



← Phone Skope

3

A Tough Gear Case

One thing hunters always seem to have plenty of is expensive gear. Many times that gear includes small items like optics, cameras, GPS units and more, and having a secure way to carry all of that stuff can often be troublesome. Your shoppers already know about Yeti coolers, and now Yeti has decided to address the issue mentioned above with its Loadout Go Box (\$250). With measurements of approximately 20.5x15x11 inches, the nearly indestructible Go Box has plenty of room to securely carry a hunter's most prized gear to and from the field.



← Yeti Loadout Go Box

4

A Functional Multi-Tool

Hunters and outdoorsmen never know what problems may arise in the field, and one of the best ways to be prepared is to have a quality multi-tool. The name Leatherman has for years been a huge player in this space, and with great products like the Rebar (\$70), it is easy to see why. Weighing 6.7 ounces, measuring 4 inches long and made from stainless steel, the Rebar puts 17 tools at a hunter's fingertips, ready to take on nearly any task they can throw at it.



← Leatherman Rebar

5

A Really Good Knife

One product that a hunter should never be without is a quality knife. The Bugout (\$140) from Benchmade is a great hunting blade or everyday carry for any hunter or outdoorsman or woman. With an attractive blue handle and classic drop point blade made from S30V steel, this knife is both stylish and ultra effective as a cutting tool. Weighing a mere 1.85 ounces with closed length of 4.22 inches, this knife is barely noticeable in the pocket. However, it opens to a nice 7.46-inch-long length when ready to use. The Bugout also comes standard with Benchmade's Axis locking mechanism and has a nice clip to keep it in place when carried in a pocket.



← Benchmade Bugout



A Trustworthy Rangefinder

Every hunter needs a rangefinder, and it's hard to go wrong with any option from the Sig Sauer line. The Kilo 1400 BDX 6x20mm is a great value at only \$300. Weighing only 5 ounces, measuring 3.9x 2.9 inches, and ranging reflective targets out to 1,600 yards and deer to 750 yards, this little gem does a lot, without adding bulk in the field. The Kilo 1400 has Line of Sight mode (LOS), Angle Modified Range (AMR) as well as Applied Ballistics Ultra-light (ABU), which shows ballistic data in mils or MOA. Lastly, it is covered with Sig Sauer's Infinite Guarantee.



← Sig Sauer Kilo 1400 BDX



A Durable Case

An often-overlooked item by hunters is a great gun case to protect their firearm while being transported to and from the field. The Rugid Xtreme 48-inch rifle case (\$140) will fill this void nicely. Made from a durable 500d waterproof pvc exterior and a 7/8-inch foam padding, the case will protect your gun from being knocked around. Not only is it waterproof, but it also floats. On the outside of the case is a waterproof pocket big enough for a wallet, cell phone or other small items. On the back, there are two tie-down straps for securing the case to an ATV/UTV or anywhere else a hunter sees the need.



↓ Rugid Xtreme Rifle Case



A Reliable GPS

If your shopper isn't opposed to spending a little more cash, a great new product to consider is the new GPSMAP 66i (\$600) from Garmin. This is not only a top-of-the-line GPS, but it's also a satellite messenger. The 66i comes preloaded with Garmin TopoActive mapping for North and Central America. In addition, the hunter will be able to keep in touch with his or her loved ones from anywhere through two-way messaging. For easy texting, simply Bluetooth the device to a smartphone and text as normal. If an emergency ever arises, the hunter has the option of the SOS button, which will alert emergency services to their exact location.



← Garmin GPSMAP 66i



An Always-Useful Knife Sharpener

Between field-dressing, butchering and general-use chores, hunters are constantly dulling their knives. Problem is, it's always been difficult to sharpen a knife in the field without negatively affecting the blade. Enter the Worksharp Guided Field Sharpener (\$30). The guides on this sharpener help keep the blade angle correct throughout the process. This little tool has a lot on board, with two diamond plates (220 grit coarse, 600 grit fine), a three-position ceramic rod with coarse grit, fine grit and fish hook honing side, and last but not least, a leather strop. Overall, it is just a great piece for any outdoorsman to have in their kit.



↓ Worksharp Guided Field Sharpener

10

An Invisibility Cloak

OK, a ground blind is not exactly a cloak, but every hunter deserves one of these, because they are just that cool. It will only take one look once you step inside to understand what I mean. The Surroundview 360 (\$500) is one of the most innovative products to hit the hunting market in years. Walls are constructed with one-way see-through material, meaning you can see all around your blind with no blind spots, but the animals cannot see in. The dimensions of the blind are 60x60x70 inches and it weighs 23 pounds with the bag. Shooting is done via the 180-degree full front window or through five shoot-through ports. The windows have silent slide closure for quiet opening and closing.



← Double Bull/Primos Surroundview 360

11

Accurate Ammo

Before any of us head into the field, we need some good ammunition. Browning Ammunition has some great offerings in the BXR Deer (\$25-30) line. The BXR deer is designed for use on deer- and antelope-sized game. The matrix tip is great for downrange velocity, high energy and rapid expansion. It's currently available in .243 win, .270 Win, .270 WSM, .30-06, 30-30, .300 win mag, .300 WSM, .308 Win, 6.5 Creedmoor, 7MM Rem Mag and 7MM-08 Rem. Browning also has ammunition for those after bigger or smaller game as well.



↓ Browning BXR Deer

12

Consistent Arrows

Speaking of ammo, bowhunters can always use some as well. The new Maxima Red SD (\$110) from Carbon Express is both stylish and functional. Each Maxima Red SD is laser checked to 1/10,000th of an inch, and they are weight sorted to +/-1.0 grains. One unique feature is these arrows have a stiffer front end to keep the front of the arrow from flexing too drastically, helping broadheads shoot more consistently. The Maxima Red SD arrows have a .203 inside diameter, which helps reduce wind drift, and they are available in spines of 250 (8.3gpi), 350 (9.4 gpi) and 450 (11.1 gpi).



↓ Carbon Express Maxima Red SD

13

Super-Sharp Broadheads

Most every bowhunter knows about Rage Broadheads, but they may not know about the new Hypodermic NC (\$50). With a machined stainless steel ferrule, Hybrid hypodermic tip, two-blade design and 2-inch cutting diameter, the NC looks similar to the Rage from years past but with one exciting new feature. The NC stands for No Collar blade lock, where the blades simply lock up into place and do not need to be held in place with any sort of a collar. Once the blades have been deployed, they simply slide back up and clicked into place and they are ready to go.

When it comes to archery gear like arrows and broadheads, be sure your shopper knows the exact specs of the hunter they're buying for, to make sure the purchase works with their existing setup. Otherwise, you'll need to have a good return policy!



← Rage Hypodermic NC



A Lifelike Target

14

3-D targets, especially the big ones like elk, moose and caribou, can be expensive. The folks at Rinehart Targets made it possible to bring a bull elk to everyone's backyard with the 1/3 Scale Woodland Elk (\$200).

Their claim is the target is anatomically reduced to one-third the scale of a 600-pound bull elk, making 20-yard shots equivalent to 60-yard shots in the field. I am not sure if that is the case, but this target has a realistic look and is fun to shoot. It's made from a Solid FX self-healing foam and has a replaceable foam insert. The target measures 38x44 inches.



← Rinehart 1/3-Scale Woodland Elk

A Life-Saving Med Kit

15

Regardless of style of hunting, every one of us should carry some sort of a medical kit in the field. Having the right kit can make easy work of first aid needs; having the wrong kit can be a disaster. The Ultralight/Watertight

.9 Medical Kit (\$39) from Adventure Medical Kits provides hunters with the things they need in the field, in a convenient, small package – it only weighs 12 ounces and measures 10x7.5x3 inches. With its contents you can clean and close wounds, combat stomach illness, do emergency repairs with included duct tape, manage pain, stabilize fractures and sprains, stop bleeding, stop blisters before they start and have easy access to bandages – and it's all contained within two-stage waterproof bags.



← Adventure Medical Kits Ultralight/Watertight .9 Medical Kit

A Comfortable Pack

16

When going back and forth to the stand or hunting location, every hunter needs a good way to tote all of their gear. The Tenzing Flex (\$100) is a great 650-cubic-inch fanny pack that's big enough to carry what you need

for a simple day afield, but not so big that it'll wear you down. The adjustable shoulder harness and padded waist belt fit most torso sizes and are totally customizable. The fabric is a noiseless, very soft tricot to keep things quiet in the woods. Three storage compartments are easily within arm's reach, while four compression straps can handle a fair amount of additional gear. Three interior organizational compartments help the hunter keep his or her gear organized and within reach. It weighs in at just 1.5 pounds; a hunter may forget he or she is even wearing it.



← Tenzing Flex

A Wide-Ranging Radio

17

If keeping in touch with hunting partners is a consideration, try showing shoppers the X-Talker T71VP3 Two Way Radio (\$80) from Midland. Midland has long been making quality two-way radios for outdoor enthusiasts,

and this model is no exception. With 36 channels and 121 privacy codes, each group is sure to be able to find a private line. On top of that, the 38-mile range should make keeping contact within reasonable distance a snap. The T71VP3 also has NOAA weather alert and weather scan technology to keep you up to date on the latest forecast. Another great feature for hunters is silent operation to keep annoying beeps from scaring game.



← Midland X-Talker T71VP3 Two-Way Radio

18

Ear-Saving Muffs

You always hear the old deaf guys who shot too much when they were younger say that “we need to use ear protection.” They are right, and the Howard Leight Impact Sport Earmuffs (\$60) do a fabulous job of protecting what hearing we have left. This earmuff has a very low profile design to not get in the way while shooting. While they shut out noise when levels reach 82 decibels, they actually amplify ambient noise, so there is no need to remove them to hear talking while in the field preparing for a shot. They require two AAA batteries for use, but they have a 350-hour battery life. For \$60, it is surely a worthwhile investment in hearing health.



← Howard Leight Impact Sport Earmuffs

19

A Night-Worthy Trail Cam

Picking a trail camera as a gift or in general nowadays can be a confusing task – there are literally dozens of great cameras on the market that work very well. That being said, Bushnell has hit a home run with the Core DS Low Glow (\$200). This cam has a dual sensor to provide sharp, crisp daytime images, while the nighttime sensor makes for images that are more detailed. On top of that, it has a 100-foot night range, and the Low Glow creates brighter photos yet still emits little light to the human eye. Pictures are 30-megapixel quality, and the camera has a 0.2-second trigger time to make sure hunters don't miss a thing. Video is shot in 1080p at 60 frames per second with audio. The Core DS has a one-year battery life and a two-year limited warranty.



← Bushnell Core DS Low Glow

20

An Always-Perfect Gift Certificate

Finally, it almost goes without saying that gift certificates should be an option. As the saying goes, they always fit and they're always the right color! Your store should offer gift cards or gift certificates for shoppers who aren't comfortable making a buying decision. **HR**



↑ You do offer gift certificates, right?

PRO STAFF - Hunt DIY entrepreneur Zach Bowhay is highly regarded in the Western hunting community. His expertise is equipping hunters with the perfect gear for hunting big game in the mountains of the West. A well-published outdoor writer, Bowhay disseminates his expertise and shares his experiences through a variety of mediums including articles, social media and video.





MUST-STOCK COLD-WEATHER GEAR

What are you stocking to keep your customers warm and dry in the field this winter?

BY CHARLES ROBERTSON

Few things can ruin a hunt faster than cold, wet weather the hunter isn't prepared for, whether due to a lack of planning or an unexpected change in conditions. The good news for hunters is that each year,

countless companies produce an amazing variety of new outerwear and footwear, using technical fabrics, waterproof membranes and a variety of insulating materials designed to help hunters stay in the field, regardless of the weather conditions.

“Knowing your customers, the seasons they hunt most and the weather conditions they are likely to encounter helps you know what cold-weather gear to carry in your store.”

Obviously, many hunters don't have the disposable income to buy a new \$300 jacket or \$250 pair of boots every year, but with the quality of construction and materials top manufacturers are using today, they shouldn't have to.

Suggesting proper care, including following the manufacturer's recommendations for laundering a waterproof jacket and using a mild detergent, such as Nikwax Tech Wash, can extend the life of the garment. And having a selection of leather-care products available, like a rub-in wax from Obenauf or Sno Seal, or a silicone spray from Scotchgard or Kiwi, along with the advice of the benefits of regular boot maintenance, could keep a hunter's feet dry for several seasons. Both of these tactics should instill confidence in the customer that you and your team members have his or her best interests in mind.

And let's remember: Cold weather is relative depending on where a hunter is hunting. A 30-degree, bluebird December day with no wind and low humidity in Nebraska can be quite pleasant for a bowhunter sitting in a treestand, and even a bit warm for active upland hunters chasing pheasants in cut corn fields. And a cloudy 50-degree day in southern Louisiana, with high humidity and strong winds, can be miserable for an unprepared hunter sitting in a duck blind.

Knowing your area, your customers, the seasons they hunt most and the weather conditions they are likely to encounter helps you know what cold-weather gear to carry in your store. The following is a rundown of some of the new products available this year, and some reasons they appeal to hunters.

OUTERWEAR

SLUMBERJACK | Grit Jacket

The Slumberjack Grit Jacket is filled with synthetic insulation suitable for wear when hunting in cool to cold temperatures, and it is great for use as a layering piece when the thermometer really drops. As a bonus, the jacket stuffs into one of its pockets and doubles as a comfortable camp pillow. The Grit Jacket is offered in Slumberjack's new Perception DST (Disruptive Shadow Technology) camouflage pattern, which is a mixture of sharp outlines and blurred, shadowy colors to break up a hunter's silhouette at any distance in a variety of terrains.

MSRP: \$100

Contact: Slumberjack, (800) 233-6283; www.slumberjack.com



SITKA GEAR | Fanatic System

Sitka Gear completely redesigned its new Fanatic System for 2019. The system incorporates quiet fabrics along with water-resistant Gore-Tex Infinium with Windstopper technology to reduce noise and provide protection from the weather. Thanks to a new fabric package, the updated system is quieter and warmer than ever. Even the zippers were updated for noise reduction when layering or venting. New body-mapping insulation delivers added protection in core areas susceptible to heat loss to increase warmth and mobility. The Fanatic System includes a jacket, vest, bibs and pack, all available in the GORE Optifade Elevated II camouflage pattern. Sitka has a reputation for producing quality gear, and many hunters who demand performance from their gear are willing to pay for it.

MSRP: Jacket, \$449; Bibs, \$439; Vest, \$279; Pack, \$199

Contact: Sitka Gear, 877-748-5247; www.sitkagear.com

↑ Brutal temperatures and nasty precipitation can ruin a hunt, but quality gear will help your customers power through.



.....

**“Obviously,
many hunters
don’t have
the disposable
income to buy
a new \$300
jacket or \$250
pair of boots
every year...”**

.....

NOMAD |

Duo-Down Hoodie Vest

The Nomad Duo-Down Hoodie Vest is an ultralight, packable insulation layer that could save the day if cool temperatures turn cold. The Duo-Down system has a shell fabric with water-resistant coating. The vest is loaded with 700 fill-power waterproof down that compacts easily for convenient storage in a hunting pack and offers lightweight warmth.

MSRP: \$110

Contact: Nomad,
800-226-7956;
www.nomadoutdoor.com



CARHARTT |

8-Point Jacket

Carhartt is known for producing dependable, protective workwear, but the company knows how to keep hunters warm and dry, too. The Carhartt 8-Point Jacket is made from lightweight, 3.5-ounce, 100-percent polyester, lined with nylon quilted to 100-gram polyester insulation for added warmth, and is treated with Rain Defender, a durable, water-repellent finish that beads and sheds rain. The jacket has two lower-front pockets with zipper closures; two inside pockets, one with a zipper closure and one with a hook-and-loop closure; and a chest pocket with magnetic closure. It also has hook-and-loop adjustable cuffs with elastic binding and a drawcord-adjustable hem. The 8-Point is available in Mossy Oak Break-Up Country camouflage.

MSRP: \$100

Contact: Carhartt, 800-833-3118; www.carhartt.com



PRÓIS |

Dionla Rainwear For Women

Próis is one of several companies designing and manufacturing clothing specifically for female hunters. It used a combination of performance fabrics and waterproof technologies to create its new line of Dionla rainwear for women. The jacket and pants are constructed with reinforced three-layer, seam-stretch fabric and cut with an athletic fit that still offers room to add layers underneath without restricting movement. They both have taped seams and waterproof zippers to ensure complete waterproofing and are highly breathable. A fine mesh is bonded to the inner surface for comfort and easy on and off over other layers. The jacket has chest pockets, deep hand pockets and an adjustable storm hood with a rain brim. The pants have articulated knees to promote mobility. Both are offered in the Veil Cumbre camo pattern. Próis chose the name Dionla, which is Gaelic for “harsh weather,” because its clothing designers knew this rainwear was ready to help female hunters stay in the field in the worst conditions.

MSRP: Jacket, \$300; Pants, \$280

Contact: Próis, 970-641-3355; www.proishunting.com

BOOTS

DANNER | Pronghorn Boots

Danner, a proven and trusted name in hunting boots, introduced the fifth generation of its iconic Pronghorn Boots in 2019. Danner returned to its traditional 851 last, the same one that produced the great fit and comfort of the first Pronghorns. They have waterproof, full-grain uppers constructed of leather and durable textile material and they feature waterproof and breathable GORE-TEX linings. Options include solid brown, Realtree Edge and Mossy Oak Break-Up Country, with 400-, 800- or 1,200-gram PrimaLoft insulation. Pronghorns typically get really good reviews online and when discussed in internet forums, and many hunters who find a pair of boots they like will replace them with the same make and model.

MSRP: \$230 to \$260

Contact: Danner, 877-432-6637; www.danner.com



MUCK | Edgewater II Boots

Muck's updated Edgewater II boots are waterproof and warm, and they are known for being easy to put on and take off – especially for a tall boot. They are constructed with 5mm neoprene uppers that trap body heat and insulate feet from outside cold. Breathable airmesh linings help manage internal moisture. Knee-high rubber boots are versatile, appealing to everyone from deer hunters looking for scent containment on the walk to the treestand and warmth when they get there, to waterfowl hunters setting decoy spreads and hunting from layout blinds in muddy fields, to the guy who wants to leave a weatherproof pair of boots by the door to put on for winter treks to the woodpile or mailbox.

MSRP: \$130

Contact: Muck, 855-377-2668; www.muckbootcompany.com

ROCKY | Rams Horn Footwear

The most durable and comfortable boots available from Rocky, the new Rams Horn footwear offerings feature quality construction, technological advances and varied insulation options, making these boots perfect for any hunting adventure. They offer a traditional look with 8-inch, full-grain leather uppers with 900-denier nylon and Realtree Edge camo accents. Available styles include 600-, 800- or 1,000-gram of 3M Thinsulate Ultra Insulation. The Rams Horn includes Rocky Rebound cushion technology and a Rocky EnergyBed LX memory foam footbed. The boots also have breathable Rocky VP Waterproof technology with a one-year performance guarantee.

MSRP: \$170 to \$190 • **Contact:** Rocky, 866-442-4908; www.rockyboots.com





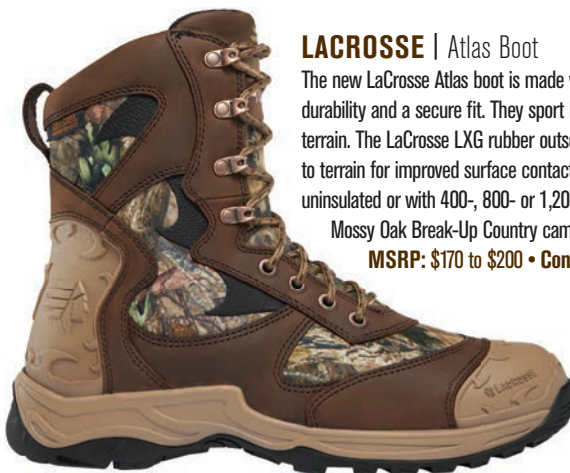
“Cotton traps and holds moisture in place, preventing it from wicking to the outer surface of the sock, where it can contact the breathable membrane and exit the boot.”

IRISH SETTER | IceTrek Waterproof Boots

Irish Setter IceTrek waterproof boots are loaded with 1,600-gram PrimaLoft insulation and include ThermalBoost, a multi-zone barrier system that delivers additional insulating protection against brutal cold. Targeting areas prone to heat loss, ThermalBoost adds the equivalent warmth of 400-gram insulation in the toe box and footbed. For more warmth and comfort, IceTrek boots are built on the King-Toe last for extra space in the toe box, to trap warm air and allow room for air-activated toe-warmers. The foundations for IceTrek boots are the Ice Claw RPM-LS outsoles, with RPM composite material and rubber pods for better traction on snow, ice and uneven terrain. Rubber lugs are added to key areas of the outsole to increase traction during heel strike and push off. They have UltraDry waterproofing for breathable protection from wet conditions, and a ScentBan lining kills odor-causing bacteria. A lace-up version is offered in Mossy Oak Break-Up Country camouflage, a boa version is available in gray.

MSRP: Camo w/laces, \$230; Gray w/Boa, \$250

Contact: Irish Setter, 888-738-8370; www.irishsetterboots.com



LACROSSE | Atlas Boot

The new LaCrosse Atlas boot is made with a blend of premium rubber, leather and textile fabric for durability and a secure fit. They sport DuraFit molded-rubber heel cups for better stability on uneven terrain. The LaCrosse LXG rubber outsoles enhance traction, and the InfiniTrac outsole lug design adapts to terrain for improved surface contact. Atlas boots feature Dry-Core waterproof lining and are available uninsulated or with 400-, 800- or 1,200-gram PrimaLoft Insulation, in solid brown, Realtree Edge and Mossy Oak Break-Up Country camo.

MSRP: \$170 to \$200 • **Contact:** Lacrosse, 800-323-2668; www.lacrossefootwear.com

Three Great Gloves



Huntworth Stealth Shooters Glove

- Second-skin fit conforms to hands
- Tacky, silicone-print palm enhances grip
- Terry-knit fabric offers four-way stretch performance
- Water-repellent finish
- Microban antimicrobial protection for scent reduction

MSRP: \$18

Contact: Huntworth, 877-945-6837;
www.huntworthgear.com



Sitka Delta Deek GTX Glove

- Waterproof three-layer GORE-TEX taped shell
- Highly breathable, minimally taped design
- Removable compression-resistant fleece liner
- Synthetic palm and finger panels
- Elasticized wrist adjustment point

MSRP: \$199

Contact: Sitka Gear, 877-748-5247;
www.sitkagear.com



Badlands Merino Liner Gloves

- Data tips in fingers work on touch-screen devices
- Made of temperature-regulating, moisture-wicking merino wool
- Polyester blend increases durability
- Wicking properties pull moisture from skin
- Naturally odor resistant

MSRP: \$40

Contact: Badlands, 800-269-1875;
www.badlandspacks.com

SOCKS

When it comes to a quality pair of hunting boots featuring water-proof membranes that allow foot perspiration to vent to the outside, in addition to keeping outside moisture out, wearing a cotton gym sock should never be a consideration. Cotton traps and holds moisture in place, preventing it from wicking to the outer surface of the sock, where it can contact the breathable membrane and exit the boot.

Having a selection of good hunting socks, made with natural (wool), synthetic (nylon, acrylic, etc.) or a blend of fibers available, and explaining to potential buyers of a good pair of hunting boots that they won't experience all the performance they should expect from the combination of quality materials and advanced construction features in the boot if they wear them with cotton socks, might just seal the deal on the sale of the boots and the socks. **HR**

WIGWARM | Authentic Rubber Boot Socks

Wigwam Authentic Rubber Boot Socks were developed in partnership with the Muck Boot Company, whose boot designers know a thing or two about socks as well. The bulk of the material in these heavyweight socks is Outlast acrylic fibers (46 percent), which regulate the temperature inside boots to try to prevent feet from getting too hot, or too cold. They also include 20 percent wool, 14 percent stretch nylon, 11 percent olefin, 8 percent polypropylene and 1 percent spandex. The tall length and cushioned shin make them perfect for wear with rubber boots.

MSRP: \$19 • Contact: Wigwam, 855-275-0356; www.wigwam.com





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THE CUTTING EDGE: HOW TO SELL YOUR CUSTOMER THE RIGHT KNIFE

You might be surprised at how much your customers don't know when they're shopping for a hunting knife.

BY DURWOOD HOLLIS

There are all kinds of knife buyers, from the spouse who wants to purchase an edged gift for a loved one to the hunting junkie who wants the latest in game care cutlery. Each want a product

that's affordable and functional and that reflects quality craftsmanship. Unfortunately, most knife buyers have little, if any, salient knowledge regarding the product they're interested in purchasing. It is, therefore, incumbent upon the

↑ Ask your customer what the primary purpose of the knife will be: field-dressing, kitchen butchery, camp cutting chores, or something else.

“It should be noted that only about one in five knife buyers make a fixed-blade purchase.”

“If the blade is too long, it puts the knife user at a distance from the actual work, making it difficult to control the cutting action of the blade.”

sales person to assist the customer in making an informed decision.

Fixed or Folding

Knives can be broadly separated into two categories: fixed-blade and folding. Fixed-blade knives consist of a single unit that includes blade, guard and handle. The most important considerations in this category are: Full-length, full-width blade extension (tang) that forms the handle, some type of protective measure (guard) to keep the hand from accidentally coming into contact with the blade edge, a handle that fits the grip pocket of the hand, and either a blade cover or sheath to provide a mechanism for owner carry. It should be noted that only about one in five knife buyers make a fixed-blade purchase. Those who do tend to be older and more conservative males with considerable knife use experience. The fact that there is nothing to

↓ A dull knife is a dangerous knife. Be sure to offer knife sharpening options right next to your store's knife display.

malfunction and no need to do anything more than put the blade to work appeals to those experienced with edged tool performance — especially when they find themselves a long way away from camp.

A folding knife is nothing more than a fixed-blade with a main pin that acts as a hinge, allowing the blade to work against a spring and fold into the handle. Opening and closing the knife is accomplished by means of either a nail nick (indentation on the blade) or a protrusion or lever that allows for one-hand opening. Some folders have a provision for locking (bracing) the blade in the opening position, which prevents accidental blade closure and offers a measure of user safety. Those who use folders as hunting knives tend to favor a locking blade, since the knife operates as a fixed-blade when open but has less bulk when closed and can be safely carried on the belt or person more easily.

Blade Length

Both the user and the medium in which the blade is put to use should dictate the length of a knife blade. A tiny pocketknife can easily deal with opening the mail, trimming loose threads and similar cutting assignments. The blade on such knives need only be an inch or so in length. For more serious work, a longer blade and a larger knife is an appropriate choice. The length of the user's index finger can determine a good measure of blade length. If the





Replaceable-Blade Knives

While blade edge maintenance is important for safe knife use, most knife owners have a serious challenge when it comes to sharpening. To overcome this, replaceable-blade knives have made their appearance in the marketplace. Taking a cue from the medical industry, where surgical scalpels utilize disposal blades, similar technology has entered the outdoor cutlery arena. Interestingly, physicians who hunt and fish not only use scalpels in their professional work, but also for basic game care needs (field dressing, skinning and butchery).

Havalon, a pioneer in this arena, created a folding

mechanism that made the scalpel concept strong and compact enough for hunters. Weighing only a few ounces, including extra blades, their knives eliminated the need to carry a sharpening tool. Over the years, Havalon improved replaceable blades to resist twisting and better facilitate blade removal. Knife handles have also advanced with various styles, colors and shapes. In addition to their single-blade tools, a two-bladed design mating a classic AUS-8 stainless clip pattern blade and a Havalon replaceable blade in the same folding knife frame has been introduced for hunters who want the best

of both worlds. And Havalon continues to expand its line of replaceable blade cutlery to meet the needs of sportsmen and women.

Since it's difficult to contain a good idea, the replaceable-blade concept has spread to several other cutlery manufacturers, with firms like Gerber, Outdoor Edge and others offering similar products. Many outdoor folks have an allegiance to a particular brand, therefore, the inclusion of the replaceable-blade concept in a wider number of knife lines provides the opportunity for many to try out this new technology.

blade is too long, it puts the knife user at a distance from the actual work, making it difficult to control the cutting action of the blade. The opposite is true when the blade is too short — it draws the user into the work, making it all that more challenging to control blade movement. Hunters generally select blades between 3 to 4 inches in length. This enables the user to control blade movement and provides all the cutting force necessary for even the toughest assignments.

Blade Shape

There are as many options for blade shape or pattern as there are for length. The two most popular shapes seen on hunting knives are the drop point and the clip point. The drop point features a convex curve on the blade spine, extending from the handle to tip, which allow the spine to be thicker and stronger. This shape also aligns the tip with the center axis of the blade. This blade shape is often the choice of those who handle all of their own game care chores, such as field dressing, skinning and field butchering.

Clip point blades differ in that the forward one-third of the blade is “clipped” off (either straight or concave), producing an extremely fine blade point. While less resistant to lateral stress than the drop point, the clip point is somewhat more useful in detailed trophy work like head skin cape removal and similar chores. This blade shape is often found on many general-use hunting knives. Trailing point blades are the most unusual of blade shapes in that they feature an upward blade spine curve to an elevated point that rises above the handle, thereby creating a more sweeping blade belly. Those who handle all of their own hide removal chores often favor



→ For butchery, a variety of other cutting implements can come into play according to user preference, including bone saws, cleavers and filet knives.



← Drop point blades are versatile and are the most popular choice for game care chores.

→ An especially sharp and fine blade is ideal for detail work, like caping.





“Blade steel formulations are like recipes for chocolate chip cookies — everybody has their favorite.”

this design. Since the blade point is elevated, an accidental hide puncture during the skinning process is less likely. Likewise, cutting into the underlying muscular tissue, thereby creating an avenue for subsequent bacterial growth, is not a problem.

Blade Steel

The steel component of a knife blade is often the subject of considerable discussion, with proponents of a particular formulation claiming that their proprietary blade steel holds an edge longer and is easier to sharpen. In reality, both edge-holding and sharpening ease are at opposite ends of the blade steel spectrum. If a particular steel is capable of enhanced edge retention, by definition it will be resistant to edge abrasion. Likewise, should a particular blade steel offer quick and easy edge maintenance (sharpening), it has little resistance to abrasion and will dull quickly. No blade steel known to man can hold an edge and at the same time offer easy sharpening. What cutlery manufacturers have done is heat treat their steel in a range that provides a com-

bination of reasonable edge retention and equitable sharpening ease.

This will be reflected by a Rockwell (Rc) hardness scale numerical value ranging from Rc 55 to 66, with the lower value being relatively soft and the higher value extremely hard. Knife blades exhibiting a Rockwell value of Rc 57-59 will offer the best combination of edge holding and sharpening ease.

Blade steel formulations are like recipes for chocolate chip cookies — everybody has their favorite. Steel used in knife blades is produced both domestically and off shore. Depending on its point of origin, the price of blade steel will determine the competitive nature of the cutlery product. For this reason, many American cutlery firms use domestic designers but have products produced offshore to remain competitive in the marketplace. Regardless of point of manufacturing origin, if quality materials and craftsmanship are used and the product is warranted, the purchaser can be assured of inherent value.

Both carbon and stainless steels are used in blade manufacturers. Obviously, stainless formulations are easier to maintain, especially when you consider the caustic nature of bodily fluids encountered during field care of game and fish. To be considered “stainless,” blade steel must possess a minimum of 12 percent chromium, and higher is better in high humidity environments. Most

↑ Replaceable-blade knives are not particularly strong, but they ensure the user will always have a sharp edge. Blades can be changed out in the field, and the knives generally come with a disposal device that ensures you won't have to worry about what to do with used blades.





↑ Steel that holds an edge longer will be harder to sharpen, and steel that is easy to sharpen will lose its edge faster – you can't have it both ways. Blades with a Rockwell value of Rc 57-59 are an ideal compromise.

manufacturers will provide information about the steel formulation used in their knives, however, terms like “surgical steel” have little bearing on the formulation or quality of particular steel. Surgical instruments are disposable and not made from the best grade of steel. It is always best to look beyond advertising description to the actual grade of steel to know what is used. The formulation of that steel can be found through a simple internet search; from there, the Rockwell hardness value will provide salient information about edge retention and sharpening ease.

Handles

The handle or grip is another consideration when guiding your customer to the right knife. On a fixed-blade knife, the best designs feature a handle that's nothing more than an extension (blade tang) of the blade itself and covered with something that provides a gripping surface. A host of materials — leather, bone, stag, molded plastic and more — can be used, with the key element being user comfort. Moreover, the grip surface should have some measure of contact adherence, since when the knife is used in fish and game field care, blood and other fluids can make the knife slippery in the hand. Folding knives also should be able to be held without discomfort, so look for folders that feature rounded angles and grip-filling handle scales.

Carrying Containment

Transport of a knife on your person must include protection from direct contact with the sharpened

edge of the blade. To accomplish this, some type of sheath or blade cover must be employed on a fixed-blade knife. Tanned leather is a popular material, however, in recent years, heavy fabrics (Cordura nylon) and molded thermoplastics (Kydex) have also been used in sheath construction. Sheath construction should reflect the same quality as the knives they house. Poorly made sheaths with loose stitching, thin leather and inadequate containment are indicative of the quality of the knives they hold. Rather than an afterthought, the sheath should be an integral component of the knife itself.

Of course, a folding knife doesn't need a sheath, since the blade safely folds into the case. However, a compact carrying case does allow the user to carry the knife conveniently on the belt, making for easy access. In recent years, the external clip has been developed so that a folder can be attached to the edge of almost anything, like a pocket or a boot. Clips do offer enhance convenience and alternative carry positioning, but they negatively impact hand-to-knife contact during extended usage. The choice here is based on personal preference and lifestyle. A belt case might look out of place, whereas a simple clip may not be so obvious.

The bottom line: Knives are among man's oldest tools. As tool users, we set ourselves apart by being able to aggressively manipulate our environment. A knife should provide the comfort of knowing that that farther away from camp we find ourselves, the greater the importance of that edged tool in either our personal survival or protecting the integrity of whatever fish and game we harvest for the table.

It's likely that your customers don't know what they're looking for when they come in to buy a knife. With a little bit of knowledge about shape, steel, handles and carrying options, you can guide them to the right knife. **HR**

PRO STAFF - Durwood Hollis has been involved in outdoor journalism for more than 40 years. His work has been published in a wide range of magazines, and he has written several books on hunting and knives. Currently, he writes a knife column for *Safari Magazine* (Safari Club publication), serves as a field editor for *Western Outdoor News*, and continues to contribute work to a wide range of outdoor publications.



↓ A knife handle must be comfortable and safe to use. Some level of grippiness is vital to ensure the handle won't slip in the user's hand.





← Expensive equipment deserves protection. Are you offering your customers a way to protect their gear?

A CASE FOR CASES

Every gun or bow needs a case — whether soft-sided or hard-sided — to keep it from getting bumped, wet or dirty.

BY MICHAEL D. FAW

“There are many factors that go into traveling with archery gear and firearms. Customers need options.”

One of my most interesting moments on a recent travel hunt occurred when a compound hunting bow came sliding down the luggage ramp at a major airport. This caught my eye because the bow was wrapped in several layers of standard cardboard that did not cover the ends of the limbs and the cams. Wraps of tape held the cardboard in place.

I soon discovered the owner of that bow was going to the same camp I was, so I asked why he didn't have a bow case. He told me he had bought the bow on e-Bay and it arrived in the cardboard, and he could not find a bow case anywhere to buy or borrow before his flight. So, he just wrapped the bow back in that cardboard again, the airline accepted it for the flight and here he was. Yikes — so many things could have gone wrong.

When customers in your retail center ask about cases — hard or soft — for bows and firearms, or mention they will be flying to a remote hunting destination, you and your staff should listen carefully. It's important to let customers know that they shouldn't cut corners when it comes to protecting a firearm or bow. They have a lot of money and time invested in their equipment, not to mention any attached optics and gear, so it pays to protect those items. Cardboard won't cut it.

The good news is most bow or firearm owners know that when they travel, whether across town or to another state, hits happen. It's important to let customers know that soft cases can and do provide protection for firearms and bows on the go. Sometimes, such as with nearly all flights, the firearm or bow then needs to be protected by a durable and hard polymer or metal exterior shell case, and then protected inside with cushy foam or padding and straps to hold the item in place. Flying is fraught with perils.

Upgrade Your Travel Center Display

Since the days of living in caves and swinging clubs, hunters have been nomads. Today, unfortunately, there are many factors that go into traveling with archery gear and firearms. Customers

need options. Local, state and federal laws on storage and locking archery gear, ammunition and firearms often apply. While checked luggage for flights — especially firearms and bows — can be subject to abuse beyond belief, so can the gear of hunters traveling across town or into the next state. Your customers know the perils of travel and turn to you for answers to their questions and concerns. Are you prepared to provide answers — and the right case?

First, try to offer the standard cases and more, and have these in an easy-to-find location. This includes cases for bows (such as the Rugid Xtreme soft bow case) and hard cases (such as the Pelican AIR 1745). For firearms, a mix of polymer and aluminum or other type hard cases in your shop and within reach of customers could move them to reach for their wallet. Next, gun socks, and the simple cloth or canvas scabbard-type cases for bows and firearms, always sell at a regular pace — especially when displayed. Another case some retail shops fail to stock are those for use on ATVs. More and more hunters ride 4-wheelers to their treestands, and a sturdy case is needed on most of these trips. If you stock these, have them in the case display area and also attached to any ATV you may have on display in your store.

Of course, it pays to diversify the cases customers can put their hands on as they shop. While the standard soft and hard cases are carried to the cash register on a regular basis, the cases for AR-type hunting rifles and both small and large handguns are also in demand. Retailers must make plans to meet customer demands.

Additionally, store staff need to think when they sell a bow or firearm. As the sale is being completed, it's an ideal time to ask customers purchasing a firearm or a bow if they need a case for it. Since the value of the bow or firearm is fresh on their minds, it's easier to move the conversation into protection mode. In some places, that firearm must be in some type of case before it can legally leave the store. Know any local laws that apply to transporting firearms and bows and be





“Customers have a lot of money and time invested in their equipment, not to mention any attached optics and gear, so it pays to protect those items.”

↓ ATV-mounted scabbards are a good idea for hunters on the go. Consider stocking a scabbard or two, and display them prominently.

well prepared to discuss these requirements with customers.

Customers often like to know about key features and construction points with cases, so be prepared to point these out on the cases you stock. For waterfowl hunters, it's important to know whether the case is waterproof and if it can float.

“Our new case design utilizes a military-grade 500D PVC waterproof exterior and offers a fully waterproof, submersible version with zippered closure as well as a standard waterproof version with a weatherproof zipper that stands up to snow and rain,” said Brad Bisnette with Rugid Gear. The company offers numerous soft cases for firearms and bows.

For older hunters, the top question might be about wheels, which can make it easier to move the case to the vehicle or up to the airline counter. Some customers also seek cases that don't look like a firearm case. There are several manufacturers of those. To aid with making the case look less likely to hold a firearm, offer options such as canvas covers for the exterior. When possible, keep those long odd-size cardboard boxes the case arrived in at your shop, because more and more hunters are shipping their cases to their hunting destination. That's mostly because airlines keep adding many more annoying rules, and dealing with check-in agents is becoming a true travel hassle.

To further aid customers seeking cases, be





certain to stock and sell durable luggage tags, exterior cargo straps and padlocks. These can help keep the bow or firearm case closed in case an airport baggage handler has found out he's not getting that pay raise or decides she does not like hunting.

Even the best hard-sided case, unfortunately,

↑ The last thing a customer wants is to end up at a hunting destination to find their case wasn't up to snuff and their gear is damaged.

↓ While you're selling cases, go ahead and suggest the customer add a few locks to their purchase. They're required for airline travel and just a good idea for security.

can be damaged. Delta recently reimbursed me for a double-rifle hard case to replace the one they apparently ran over with a baggage truck and trailer. The incident broke the wheels out of the sockets on the end of the case and extensively cracked the case's end. Luckily, their attack did not damage the contents inside.

Customers should also be guided to buy a case that fits and protects the bow or firearm they own. As a rule for correct size, the standard shotgun is much longer than a standard AR and those are obviously much larger and longer than a single handgun. Remember to stock double rifle cases, because when a customer needs one, he or she really needs it. You can one-up your competitors across town who might overlook stocking these larger, heavier and more costly cases. Yes, double gun cases take up space and cost more, but many customers appreciate that you have them.

Gun cases are generally a look-before-buying item for most shoppers. Having a huge selection of soft and hard cases for guns and bows can bring customers to your store, so include those in advertising (print and online) when possible and make space for the cases on the show floor. You also have an advantage because most online places require extra shipping and handling for these oversized items, so you can exploit that and be price competitive. Move your marketing efforts beyond standard case promos and remember that there are customers — hunters, various competitors, the standard traveling lady and others — who need specific cases to meet their needs.

Know the Laws

It's a fact: All domestic and international flights with a firearm require a hard case that's lockable. While there are also federal standards on what's allowed aboard most flights, many airlines also add more rules — and add to the public's confusion. Hunters traveling internationally on safari need more attention to details. You can help clarify customer confusion by printing the basic federal travel rules for bows, firearms and ammunition, and then posting these near the hard and soft cases you have for sale in your shop. Better yet, have a sheet with the details you can hand to customers and be certain your contact details and your website are included. You can also post those details (or a link) on your company's website to help customers who are making a shopping checklist at home.

For many hunters who drive and fly to hunting destinations, weight matters. Weigh the cases you sell or have full details on a hang tag. This number becomes critical for fliers as they reach the 50-pound mark. You can also calculate a ba-





← H51 Double Case by Boyt Harness Company



← Pelican AIR 1745 Bow Case





“To further aid customers seeking cases, be certain to stock and sell durable luggage tags, exterior cargo straps and padlocks.”

sic hunting rifle with scope at basically 7 to 11 pounds and a box of centerfire rifle ammo at 1 to 2 pounds. Then the weight of a hardside firearm case and the contents becomes very important to the buyer.

“Pelican’s all-new AIR 1745 Bow Case is 40 percent lighter than our legacy products and still provides Pelican’s legendary durability,” said Bob Shortt, President of Pelican’s Consumer Division. “With smart organization features that are all safely secured in a compact and lightweight design, the case can be personalized to accommodate a wide range of archery equipment and hunting applications.” Customers like options, especially those that help them pack gear and secure it

↑ Pelican 1745
Air Long Case

↓ Pelican Vault Case



in place in a case.

For most fliers, a soft case can go inside a hard case to help customers complete the multi-layer packing puzzle that best fits their current needs. A hunter traveling out to the nearby national forest or grandpa’s farm can often use a flexible soft case. Pay attention to customer comments and questions, especially if they mention moose hunting in Canada, elk hunting in the West by horseback at a spike camp, or traveling to Alaska for most any type of remote hunting. Those hunters could need a hard case to reach the trailhead, but only a soft case for the last leg of their journey to camp. If their trip involves journeying on a river or across a lake, a floating case like those from Rugid could be a good option to present to the customer.

It’s Time

Like firearms and bows, you could sell one — or several — today. The peak seasons for most cases are the months leading up to fall hunting seasons and again around Christmas. Case sales for bows and long guns can also spike in early spring as turkey hunters hit the highways and airways to pursue turkeys in distant lands.

Next to protective cases, create displays of travel cleaning kits, padlocks, cables, gun socks and other travel items that can be found inside a traveler’s case. Some stores go the extra step and provide a free printed checklist of gear for traveling hunters. Convenience can make shopping easier for customers and increase your sales.

The market has more and more new shooters, and sometimes these new hunters like flare and fashion. Beyond pink and orange, fake animal skins such as leopard are in fashion and sell well. Consider placing a display of these types of cases near the gun and ammo counter. They at least make shoppers stop and look.

Having the right case to provide the needed protection can help customers overcome traveling concerns. Are you ready to provide the right product? **HR**



PRO STAFF - Michael D. Faw’s written works and images have appeared in most magazines about hunting during the past three decades. In the fall he and his Weimaraner hunt upland birds in numerous states.





HUNTING RETAILER

GEAR ROUNDUP:

CAMERAS, APPS & GPS UNITS

BY MIKE SCHOBLASKA



1 BUSHNELL | CORE-DS

The CORE DS from Bushnell features CORE Dual Sensor Technology that utilizes one sensor optimized for sharp and rich images during the day and another optimized for images with consistent and further illumination at night. The CORE DS camera captures 30-megapixel performance in either Low Glow or No Glow models with a 0.2-second trigger speed and 0.6-second recovery time. The CORE DS is also capable of recording 1080p video at 60 fps with audio. The removeable battery tray of the CORE DS holds six AA batteries.



2 PRIMOS | 16MP AutoPilot

With Auto Exposure to prevent “white out” images, the Primos AutoPilot is a reliable, simple camera. The Auto Pilot is available in Low Glow and No Glow models and captures 16-megapixel images and 1080p HD video and audio with a 100-foot detection range and 0.3-second trigger speed. A new AA battery tray allows users to open the panel, press the eject button and slide the whole tray out for quick and easy battery replacement. The controls of the AutoPilot are as simple as flipping a few switches and it's ready to go.



3 MOULTRIE | XV-7000i

The Moultrie Mobile XV-7000i camera operates on the Verizon 4G cellular network (AT&T version also available) to deliver images from the field directly to a smartphone, tablet and computer. The XV-7000i features 20-megapixel images, 1080p video with audio, 0.3-second trigger speed and invisible flash with 80-foot detection and flash range. Moultrie Mobile stores photos online and allows the user to remotely change camera settings, while filters allow images to be sorted by moon phase, barometric pressure, temperature range, time, date and much more.



4 SPYPOINT | Link-Micro

The Link-Micro from Spypoint is one of the smallest cellular trail cameras available. With a 0.5-second trigger speed and 80-foot flash range thanks to low-glow LEDs, the Link Micro delivers 4G photo transmission (where available) with unlimited photos the first month after activation. The Buck Tracker feature in the Spypoint App sorts photos with advanced photo analysis technology to allow the user to skip the photos of raccoons and antlerless deer. A free data plan will send 100 photos per month as long as the camera is operational, with higher count plans available for purchase.



5 COVERT | E1 LTE

The new Covert E1 LTE wireless trail camera sends photos directly to the Covert Web Portal with a variety of subscription plans available operating on either Verizon or AT&T networks. The E1 LTE is relatively small, measuring 4.41 inches wide by 2.5 inches deep by 5.59 inches tall. Packed into that small bundle is an 18-megapixel camera that captures photos and 1080p HD video with 44 No Glow LEDs. The camera runs on 12 AA batteries, can support up to a 32GB SD card and has a 100-foot flash range. With a 45-degree field of view, the E1 LTE has a 0.4 second trigger speed, 1 to 10 turbo shot burst mode and MaXimum Silence Image Capture to prevent spooking game.



6 BROWNING | Strike Force APEX

The Browning Strike Force APEX captures 18-megapixel images and 1600x900 HD video with sound up to 2 minutes long. The Strike Force APEX features 100-foot IR flash range with Illuma-Smart technology that adjusts the IR flash for perfect night photos, 80-foot detection range and 0.22-second trigger speed with 0.6 second recovery time. The compact camera is 4.5 inches by 3.25 inches by 2.5 inches and supports up to a 512 GB SDXC memory card. The Strike Force APEX is capable of capturing time-lapse photos and is compatible with Browning Buck Watch Timelapse Viewer software.



7 LONE WOLF CUSTOM GEAR | Undercover

The Undercover trail camera from Lone Wolf Custom Gear features a patent-pending 360-degree auto lock leveling system that allows users to mount and level the camera in virtually any situation. Included Tree-Dimensional Concealment Skins provide optimum concealment. The Undercover captures 12-megapixel images and 1080p video at 30 fps with audio and a 0.4-second trigger speed. The Undercover can be remotely operated through the smartphone app and allows for Wi-Fi picture retrieval.



8 STEALTH CAM | WX Series

The WXV (for Verizon networks) and WXA (for AT&T networks) cameras from Stealth Cam feature the latest in 4G/LTE data transmission technology to provide fast image and video transfer from remote camera locations to anywhere the user has a network connection. The WX technology even allows for taking on-demand photos remotely. The WX Series cameras take 22-megapixel photos and HD video and accept SD cards up to 512 GB. Adjustable PIR range control of the 42 No Glo IR emitters combine with Smart Illumination, Matrix Advanced Blur Reduction and Retina Low Light sensitivity technology to ensure optimal photo and video capture after dark.



9 MUDDY | Pro Cam 20

The Muddy Pro Cam 20 takes 20-megapixel images with a 0.6-second trigger speed and 10 trigger delays ranging from 2.5 seconds to 60 minutes. The Pro Cam 20 also records 1280x720 HD video or VGA (32 FPS) video, both with sound. The time lapse feature allows for pictures to be taken every five seconds to 60 minutes with a variety of time period settings. Powered by six AA batteries, the Pro Cam 20 can take up to 10,000 images or more with the optional external 12V power source. The Pro Cam 20 has an invisible flash with 36 HE LEDs and a backlit LCD screen for navigating through settings.



10 WILDGAME INNOVATIONS | Shadow Micro Cam

Measuring only 3 inches by 3 inches by 2 inches, the Shadow Micro Cam from WildGame Innovations is proof good things can come in small packages. Capturing 16-megapixel images and 720p videos, the Shadow Micro Cam features Adaptive Illumination technology which determines how far away the moving target is from the unit and automatically adjusts the camera's exposure accordingly. The proprietary magnetic ball mounting bracket easily mounts to a tree, fence post or other surface and can be adjusted to just the right angle every time. Silent Shield technology keeps the camera operation quiet to reduce spooking game.





11 RECONYX | HyperFire 2 Covert IR Camera

With a 0.2-second trigger speed and advanced motion-sensing technology, the HyperFire 2 Covert IR camera from Reconyx means fewer butts and blank images. The new NoGlow GEN3 High Output Infrared night vision reaches out to 150 feet, while the image sensor provides high definition images and 720P HD video with audio. Powered by 12 AA batteries, the HyperFire 2 will take up to 40,000 images on a single set of batteries, and the American-made trail camera is backed by a five-year warranty.



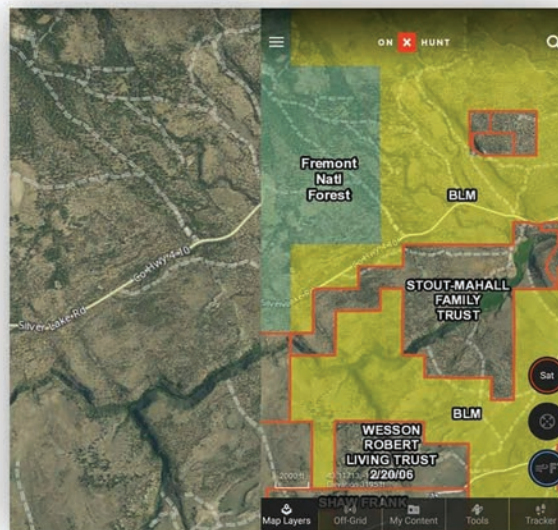
12 TACTACAM | FTS

The Tactacam FTS is an adaptor that fits over the ocular lens of any scope and allows the Tactacam to film through the scope. The FTS doesn't affect the performance of the optics and increases the magnification of the Tactacam to match what you see through the scope. The FTS is reversible for left- or right-handed shooters and is compatible with Tactacam Solo, 4.5 and 5.0 models. Connect the Tactacam to your smartphone or tablet with the Tactacam App and view a real-time video feed of what the shooter is seeing.



13 OnX | Realm SR6

The Hunt app from OnX turns a smartphone into a plat book by showing land ownership with layers for displaying public and private lands, possible land-access routes, hunting units, section lines, game species data and points of interest. Maps can be downloaded ahead of time and accessed in the field using the Off-Grid tab, so users can continue to track their location even without a data connection. Users can even test the Hunt app with a free trial before purchasing a paid subscription.



WITHOUT

WITH



14 GARMIN | Instinct Tactical GPS Watch

The Instinct Tactical GPS watch from Garmin features tactical-specific options such as stealth mode, waypoint projection and dual-position GPS formatting. The Instinct Tactical utilizes multiple global navigation satellite systems that help track user position in more challenging environments than GPS alone. The TracBack feature allows the user to navigate the same route back to the starting point, and trips can be planned in advance with the Garmin Explore website and app. The Instinct Tactical will operate up to 14 days in smartwatch mode, up to 16 hours in GPS mode and up to 40 hours in UltraTrac battery saver mode.

15 Cuddeback | CuddeLink System

The CuddeLink system from Cuddeback is a wireless mesh network that allows up to 16 cameras to communicate with each other, allowing the images to be gathered by visiting just one camera designated as the Home camera. With the CuddeLink Cell modem, the images can be transmitted for up to 16 cameras on a single cell plan. Typical transmission range in dense forest is 1/4 to 1/2 mile, in open spaces over 1 mile. There are a variety of cameras in the CuddeLink family to fit every need. No more checking every camera individually, now you can slip in and out and gather all the photos from a single point of contact with the CuddeLink system.



16 CAMLOCKBOX

Trail Camera Security Boxes
CAMLOCKbox trail camera security boxes fit cameras from over 35 different manufacturers. CAMLOCKbox security boxes are made with all steel construction and can be secured with lag bolts, bungees or straps. The security boxes can help deter theft when used in combination with a lock or cable and prevent damage from animals such as bears. CAMLOCKbox security boxes are powder coated with a camo break-up paint and protect the camera from the elements.



17 SPARTAN

GoCam Ghost4G LTE
The GoCam Ghost 4G LTE powered by Verizon from HCO/Spartan Camera is capable of transmitting both photos and videos wirelessly and can be remotely managed through the Go-wireless app or web portal. The GoCam Ghost can be powered by 4, 8 or 12 AA batteries as well as an optional external 12V power source. The GoCam Ghost has a 0.6-second trigger speed, 80-foot blackout IR flash range, and adjustable PIR sensitivity.



Additional features include a waterproof case, 2-inch display screen, time lapse capability and 2-year warranty.

18 DAY 6 OUTDOORS

PlotWatcher Pro
The PlotWatcher Pro from Day 6 Outdoors is a time-lapse camera that can record for up to four months on eight AA batteries. The PlotWatcher Pro can record up to one million images that are saved direct to video format with Tru-Video for easy scouting. The integrated 2.5-inch LCD screen allows for video aiming and displays camera status messages. The PlotWatcher Pro can be set to start and stop automatically based on available light or specific times based on the camera's clock. GameFinder software allows the video files to be played in forward or reverse at your desired speed, while MotionSearch lets you skip to the next frame in which motion is observed.



19 DOGTRA

PlotWatcher Pro
The Dogtra Pathfinder combines GPS/e-collar and smartphone technology, providing a more intelligent and responsive way to track and train dogs. And the Pathfinder works without using cellular data. Just download the free maps and operate a smartphone in offline map mode. Unlike other GPS e-collars, there are no extra navigation packages to purchase. Users have access to Google Maps with satellite and terrain views and the ability to track up to 21 dogs or hunters, share locations, playback data and create customizable Geo-Fence alerts. With an incredibly fast two-second update rate and a powerful zoom capability, the Pathfinder tracking feature provides greater live-action detail and accuracy when in the field.



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HUNTING RETAILER

NEW PRODUCTS



MOSSBERG PATRIOT 350 LEGEND

Looking for the latest high-performance, straight-walled cartridge offering for multi-game, multi-season hunting? Look no further than Mossberg and its classically styled Patriot Synthetic and Patriot Synthetic Super Bantam bolt-action rifles now chambered in .350 Legend. Built with hunters in mind, the .350 Legend is the fastest straight-walled hunting cartridge available – offering massive energy, less recoil and increased penetration. Combining the .350 Legend's on-game performance with the feature-rich Mossberg Patriot bolt-action rifle makes this duo a great choice for deer, feral hogs, black bears and other big game. And here's a bonus: Deer hunting opportunities are expanded in areas where straight-walled cartridges are now allowed in previously restricted (slug-shotgun, handgun and muzzleloader) zones. MSRP: \$396/Synthetic and Synthetic Super Bantam/\$435 (Scoped Combo); www.mossberg.com



WEATHERBY MARK V 6.5 RPM BACKCOUNTRY RIFLES

Big game hunters will be excited to learn that Weatherby recently added two new rifles to its Mark V lineup – the Backcountry and Backcountry Ti in combination with an all new Weatherby magnum cartridge, the 6.5 Weatherby RPM. The new 6.5 Weatherby RPM (Rebated Precision Magnum) has been purpose built for Weatherby's Mark V 6 lug action. This is the company's 15th cartridge introduction and is unique compared to its 14 preceding cartridges because it is a non-belted, non-venturi shoulder case with a rebated rim. Out of the gate Weatherby will be shipping three bullet offerings in 6.5 Whby. RPM: 140-grain Hornady Interlock/2,975 fps; Nosler 140-grain Accubond/3,075 fps; and Barnes 127-grain LRX/3,225 fps. MSRP: \$2,499/Backcountry; \$3,349/Backcountry Ti; www.weatherby.com

FORT SCOTT MUNITIONS

130-GRAIN TUI 6.5 CREEDMOOR

Fort Scott Munitions recently added a 130-grain TUI 6.5 Creedmoor offering to its lineup of quality ammunition, delivering precise long-range accuracy and devastating terminal performance. The bullet's Tumble Upon Impact (TUI) design produces a devastating wound channel for clean, ethical kills. The projectile is constructed to punch through hard objects such as bone, but once it comes into contact with soft tissue, it begins to tumble, creating a massive wound channel. Each projectile is individually CNC machined out of solid copper bar stock for consistency. This new round is a big brother to FSM's 123-grain TUI 6.5 Creedmoor and an expansion of its line of fine hunting bullets. MSRP: \$44.54/box of 20 cartridges; \$39.74/box of 50 bullets. (877) 526-1903

www.fortscottmunitions.com



MOJO ELITE SERIES SPINNING-WING FLOATER DECOYS

Mojo has added three updated floater species with factory-installed remotes to its Elite Series of Spinning Wing Decoys – Mallard Drake, Bluebill and Redhead. All components are housed in a solid case connected to the molded float that provides the base of the super quiet, flexible body. The result is a faster, quieter, smoother, more user-friendly decoy. The float conveniently snap locks on and off the decoy housing with a half turn. It's designed to receive an 11-inch threaded stabilizing bar with a 14-ounce lead weight, allowing the decoy to remain stable in rough water. There is also an eyelet on the float to accept an anchor cord. The decoys require four AA batteries (not included) and will accept a standard MOJO Support Pole. MSRP: \$139.99; www.mojooutdoors.com



ICOTEC

OUTLAW PROFESSIONAL CALL/DECOY COMBO

The Outlaw electronic caller from ICOTec offers professional grade durability, sound quality, volume level, long-range remote activation and other features that make it a snap to operate. Developed by and for serious predator hunters who demand high performance but still want a practically priced product, this call/decoy combo includes 240 professional sounds (stores more than 450 sounds), a free sound library, the ability to easily play two sounds simultaneously, two separate pause buttons, unmatched volume, superior clarity and rock-solid durability. The Outlaw Professional Call/Decoy Combo includes a high-quality decoy with adjustable speed and LED lighting for night hunting. It has 300-yard no-line-of-sight remote range and a large easy-to-read remote display. MSRP: \$399.99; www.icotec.com

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KOPFJÄGER

K700 HEAVY DUTY TRIPOD

Kopfjäger's K700 Heavy Duty Tripod is designed to reduce fatigue and enhance shooting stability in any hunting environment. Crafted from sturdy aluminum, the K700 features three-level leg extensions with locking levers, three-position angle locks and durable foam grips for comfortable hand placement. The reversible center column allows shooters to adjust the height of their firearm by an extra 14.9 inches, giving them the option to shoot standing up or from seated, kneeling and prone positions. The bipod measures 72 inches when fully extended and just 27 inches when fully retracted. The K700 tripod can withstand a maximum weight capacity of 25 pounds and comes with a carrying case. MSRP: \$99.97; kopfjagerindustries.com



SUMMIT FEATHERWEIGHT SWITCH HANG-ON STAND

Thanks to its lightweight aluminum frame, the Summit Featherweight Switch Hang-on stand weighs only 17 pounds but has the strength to support 300 pounds. It comes equipped with a comfortable and quiet 2¾-inch padded seat and features a large 28x23-inch adjustable platform.

The Switch is ideal for quick setups, thanks to the included Switch Receiver. Simply install ladder or step sections to a tree and attach the Switch Receiver at the desired treestand height. Then pull up the Featherweight Switch Hang-on and quietly insert its metal tongue into the Switch Receiver. Purchase additional Switch

Receivers and use one stand at multiple pre-hung locations. MSRP: \$249.99; www.summitstands.com



BARRETT REC10 LONG-RANGE RIFLE

Barrett Firearms Manufacturing has announced the introduction of the REC10 – a medium-caliber, long-range rifle chambered in .308 Win. The REC10 family of rifles is the result of years of extensive engineering and testing. Barrett has spent countless hours perfecting this semi-automatic rifle, guaranteeing reliability, durability and accuracy. Each variant of the REC10 features an optimized direct impingement gas system that minimizes recoil and allows for both suppressed and unsuppressed fire. The upper and lower receivers are machined from billet 7075-T6 aluminum and feature full ambidextrous controls. The slimline free-float aluminum handguard utilizes M-LOK accessory mounting slots and a full-length Picatinny top rail for sights and electro-optics. MSRP: \$2,995. www.barrett.net

METAL ART OF WISCONSIN FREEDOM CABINET

Metal Art of Wisconsin is proud to announce the latest addition to its 2nd Amendment collection, the Freedom Cabinet. American made in Wisconsin from locally sourced timber and 16-gauge cold-rolled steel, these pieces are a great way to show respect for the principles of America's Founding Fathers while adding a beautiful centerpiece to any home. Each Freedom Cabinet comes complete with a tough, foam insert that can easily be configured to safely and discreetly store valuables behind Old Glory. This decorative strongbox is available in 2- 3- and 4-foot sizes. MSRP: Varies by size. 2-foot Freedom Cabinet Slider \$234.95/\$334.95 with RFID lock and key cards; metalartofwisconsin.com



PELICAN AIR 1745 BOW CASE

Expertly designed to be crush-proof, dust-proof and watertight, the rugged and durable AIR 1745 Bow Case by Pelican Products securely transports bows, arrows and other equipment in a lightweight case in a wide variety of archery competition and hunting configurations. Super-light proprietary HPX Polymer construction makes this case up to 40 percent lighter than other Pelican Products lines, and security has never been tighter, with six press-and-pull latches and two TSA-approved locking latches. The AIR 1745 Bow Case includes two foam arrow holders, two small foam bumpers, two large foam bumpers, two arrow tube straps, two small accessory pouches, six bungee cords, one padded divider and integrated stainless-steel bearing wheels for easy transit. MSRP: \$399.95; www.pelican.com



PACHMAYR EVERYDAY CARRY KNIVES

Pachmayr recently announced the launch of its new line of Everyday Carry (EDC) knives for hunters, shooters, professionals and law enforcement officials. The line consists of six different knives for various uses and carry style – the Dominator, Grunt,

Snare, Grappler, Griffin and Blacktail – all built to the Pachmayr standard of quality and functionality. At the top of the line is the Dominator, measuring 8½ inches in overall length with a modified sheepfoot fixed blade, G10 handle, Kydex sheath and belt clip. For those looking for an EDC knife with a tactical edge, the Blacktail features a 6¼-inch drop point black-coated blade with a black aluminum handle and stainless-steel liner. MSRP: \$23.98-\$99.98; www.lymanproducts.com

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Why Women Are Important

BY BOB ROBB

It's the holiday sales season, and as a retailer, are you not anticipating finishing the calendar year with a bang? Now's the time to reap what you have sown as a small business owner, leveraging customer relationships nurtured over time into end-of-year sales as folks shop for their loved ones. Hopefully, at least some of those relationships have been built with women, who not only shoot and hunt themselves but are now shopping for those special men and women on their gift list.

Don't think, in many cases, that women control the purse strings? A 2015 report released by BMO Wealth Institute titled "Financial Concerns of Women" analyzed the personal and professional progress of American women within the last 50 years. It showed that women were in control of 51 percent (\$14 trillion) of personal wealth in the U.S. — and that was in 2015. It is predicted that American women will be in control of roughly \$22 trillion by 2020. The report showed that an increasing number are also pursuing entrepreneurship, and women now own 30 percent of all private businesses. Women are also the primary earners in more than 40 percent of U.S. households — a quadruple increase over 1960.

How do you become a retailer that women trust and come back to? Simply remember these axioms, which have been proven to be true:

1 The BS Meter: If you're a man and you're married, you know that women are intuitive creatures. Unless she is immediately greeted with eye contact and a smile when she walks through the door, she'll more than likely

be turned off. If she takes a quick look around and doesn't see products for women displayed or signage featuring ladies, or if she gets even the first sign of condescension, it's adios, amigo. When she seeks information to make her own decisions, provide it with patience and respect without the hard sell.

2 Men Are From Mars: And women are from Venus. Unlike a "just give me the facts" man, women can be all about the relationship. It may take a little more time to build that trusting relationship than with the typical male customer, but it will be worth it.

3 Empower Her: Unlike men, who often come into hunting and gun shops because they are already hunters and shooters, women often initially come into a gun store because they want to be able to protect themselves. By providing them with the information they need to comfortably take on this role for themselves, you just might create a customer for life and assist them in becoming not just a protector of themselves and their family, but also a provider by becoming a hunter.

4 Tell the Story: When marketing to women, the use of testimonials or reviews by other women can be very effective. These personal stories help reinforce the "why I need this product" part of the sales equation by explaining via a soft sell why a product or service is important specifically to her.

5 Never Underestimate Her: Smart sales staff assume that when a woman walks through the door, she already has an idea of what she wants, and that she has spent a fair amount of time researching not only the products and services she's looking for, but also your

shop. Your website and social media pages should have reviews, testimonials and promotions that make your store's reputation women-friendly. You want to be known for offering not just hard goods for sale, but educational and training opportunities as well.

6 Know How She Spends: Modern women are willing to spend their discretionary income on the products and services they want, but they also seek the biggest bang for their buck. She'll pay good money for the best products and services, and it's up to you to show her why you have what she needs.

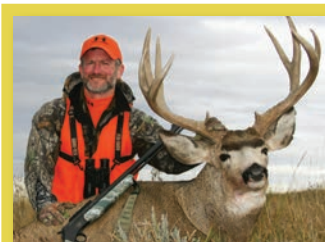
7 Provide Opportunities: After-sale opportunities can often be the final reason for the customer to make a purchase. Why buy a gun if there's no place to shoot, hunting clothes and gear if there's no place to hunt? By providing information on where and how to use what you sell, you're going one step beyond just taking her money and moving on. It's all part of the relationship-building process that tells her, "I really care about you as a person, and want you to not only enjoy your new stuff, but be part of our family." Part of that can also be letting her know you support your community. Do you sponsor a Little League team, volunteer to help charitable organizations, participate in fun runs or raise money for conservation organizations?

Display team pictures, posters and notices of upcoming events on a bulletin board where all your customers can see it as soon as they enter the store.

Remember, too, that if the woman of the house hunts and shoots, the odds are good that her spouse and kids do, too. You want all their business, and the way to get it is by making her feel comfortable by treating her as an equal to your male customers.

Young folks might not remember Andy Rooney, a radio and television writer who was best known for his weekly broadcast "A Few Minutes with Andy Rooney," on the *CBS News* program *60 Minutes*, from 1978 to 2011. He was amazing, and once sagely said, "Opportunities are never lost; someone will take the ones you miss."

The smart retailer won't miss the opportunity to make women customers for life. **HR**



PRO STAFF - Bob Robb has been a full-time outdoor writer since 1978. He's a former staff editor for *Peterson's Hunting* magazine, as well as the former editor of *Western Outdoor News*, *Peterson's Bowhunting*, *Inside Archery*, *Whitetail Journal*, *Predator Xtreme* and *Waterfowl & Retriever* magazines. He's hunted on five continents with both rifles and archery equipment and lived in Alaska for 15 years, where for a time he held an assistant hunting guide's license.

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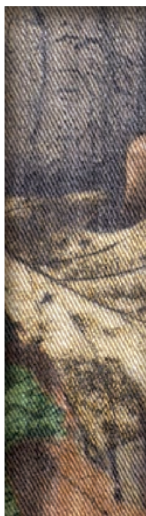
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