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**Pulsar Continues to Heat up
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Found on page 5

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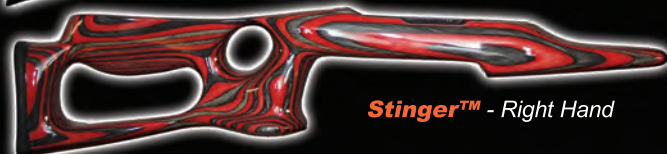
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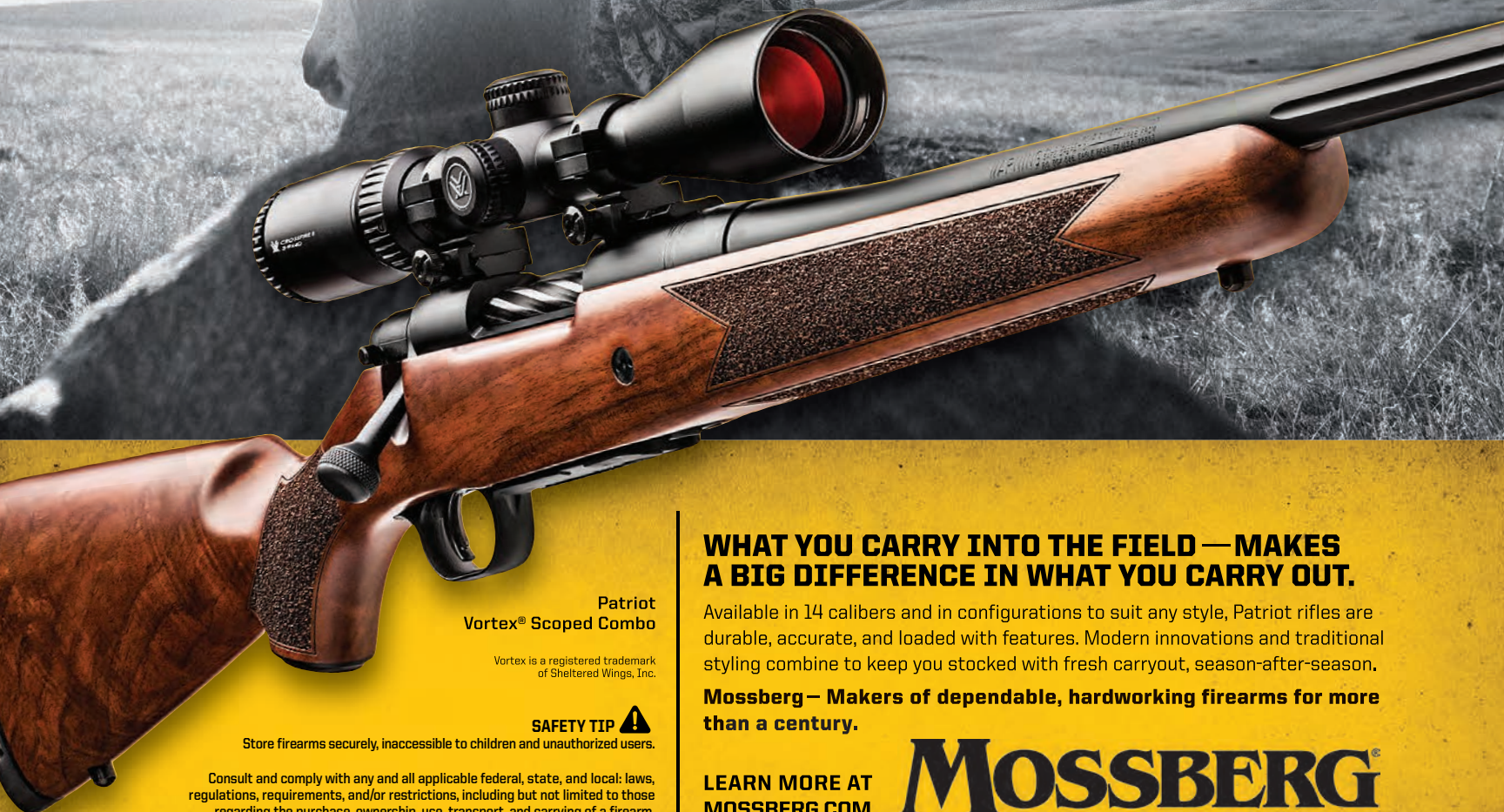
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Pure Archery Group Sold to JDH Capital

JDH Capital Company, a private investment firm based in Houston, Texas, recently announced its acquisition of Pure Archery Group, a leading manufacturer of premium archery products.

Pure Archery Group, known as Bowtech until 2020, owns and oper-

ates several leading archery brands including Bowtech, Diamond, Excalibur, Black Gold, TightSpot, RipCord, and Octane. Headquartered in Eugene, Oregon, the company is focused on the design and manufacturing of durable, accurate, high-performance bows, crossbows

and archery accessories distributed worldwide. Current production locations span prominent sporting goods hubs, including Oregon, Montana, Michigan and Ontario (Canada).

“This is an exciting new chapter in our business,” said Rob Kass, CEO at Pure Archery Group. “We

have always been singularly focused on producing the best archery products in the world, and that isn't going to change. With the additional resources and expertise that JDH Capital brings to our team, we have never been better positioned to deliver on that promise.”

Vista Outdoor Acquires Simms Fishing Products

Vista Outdoor Inc., parent company of 39 well-known sporting and outdoor brands such as Federal Cartridge, Remington, Bushnell and Gold Tip, recently purchased Simms Fishing Products for \$192.5 million. (Note: The gross purchase price includes a net present value of roughly \$20 million in future tax benefits.)

Simms is a premium fishing brand and leading designer, marketer and manufacturer of waders, outerwear, footwear and technical apparel. Headquartered in Bozeman, Montana, Simms was founded in 1980 and later

acquired in 1993 by K.C. Walsh, its current executive chairman. The company's products are used by more than 8,500 Simms-sponsored fishing professionals and are distributed through specialty retail stores, both domestically and internationally, and directly to consumers through its website.

Current Simms Chief Executive Officer Casey Sheahan will continue to lead day-to-day operations of Simms, and Walsh will continue as a strategic advisor and conservation and government affairs advocate. The current Simms management team and existing employee base will also remain in place.

PRADCO Outdoor Brands Hires Director of Mergers and Acquisitions

PRADCO Outdoor Brands recently announced the appointment of Brett Basik as director of mergers and acquisitions. Basik will play a crucial role by leading PRADCO's efforts to acquire new brands and develop new partnerships.

With more than 10 years of experience, Basik brings a strong background in accounting, investment banking, and entrepreneurship to PRADCO. Basik received a bachelor of science in business adminis-

tration in accountancy from Auburn University; he began his career at EY where he worked as a senior associate. He later earned his MBA from The University of Virginia's Darden School of Business and spent several years working as an investment banker. He also served in the Army Reserves for more than eight years.

Basik is already engaging with multiple transactions currently in the company's pipeline, as well as

seeking new opportunities, from early-stage growth investments to bolt-on acquisitions to entirely new platforms.

“PRADCO has an impressive history of successful growth through acquisition, coupled with a long-term investment mindset,” he said. “My vision is to build upon this legacy and bring meaningful growth to PRADCO through the acquisition of like-minded businesses that want to continue to succeed with us for

decades to come.”

PRADCO Outdoor Brands is a family owned company and subsidiary of EBSCO Industries. Brands include Moultrie, Moultrie Mobile, Summit Treestands, Code Blue and D/CODE, Knight & Hale, Whitetail Institute, and Texas Hunter. PRADCO Fishing produces and markets 20+ brands including Rebel, YUM, Booyah, War Eagle Custom Lures, Lindy and Bomber.

Mechanical Broadheads Legal in All 50 States

For the first time since their inception approximately 30 years ago, mechanical broadheads are now legal in all 50 states. As announced earlier this year, the final stand out, Idaho, will now allow bowhunters to use mechanical broadhead designs while hunting big game.

“Unlike early models, where material short comings and poor designs compromised lethality, today's mechanical broadheads are more fatal than ever and have proven themselves to be extremely reliable and durable on all of North America's big game animals,” said FeraDyne Outdoors Chief

Commercial Officer Jon Syverson. FeraDyne Outdoors is the parent company of Rage, Muzzy, Wac Em and Rocky Mountain broadheads.

According to FeraDyne, advancements in both design and materials have led stalwart states into reversing previous opinions on the lethality of mechanical heads. With numerous studies and field-proven citizen science, Syverson says there's no question as to the impact modern-day mechanical broadhead designs have on recovery and success on big game. **HR**



THIS MONTH'S COVER BROUGHT TO YOU BY:



THERMAL HUNTING IS A LIFESTYLE AND PULSAR BLAZES THE TRAIL

While 2022 certainly has its challenges, there has never been a better time to sell (or purchase) nighttime hunting optic. Night hunting continues to trend upward, as do hunting opportunities. Predator and feral hog hunting opportunities are available coast to coast and many states permit post-sunset pursuits – during my latest check, just a few years ago, 17 states allowed nighttime hunting even during deer season – this does not mean they allow deer hunting at night—study and know your state's hunting regulations.

As a worthwhile note, thermal imaging is not night vision; in fact, thermal works day or night. Of course, differences in thermal and night vision (including digital) technologies are significant with respect to how information in an environment is collected, how light may or may not be used, and how users see objects in their field of view, navigate terrain, and confidently shoot in the dark. When it comes to nighttime adventure, thermal imaging most often trumps night vision capabilities but, historically, the technology also has come at an exponentially higher price point. 10 years ago, thermal devices with lesser capa-

bilities than today's consumer devices easily cost more than \$20,000.

Pulsar recognized disparities in pricing (and technologies) early on and has worked tirelessly to deliver the best of both worlds – thermal imaging and affordability. Fortunately, those days are behind us and flagship thermal riflescopes like the Thermion 2 LRF XP50 Pro can be had at a fraction of the price. Of course, shooters and hunters are hungry for features similar to flagship offerings but at even more affordable price points – enter the Talion XQ38 Thermal Riflescope.

The Talion XQ38 features 384x288 microbolometer sensor resolution, a 1475-yard heat-signature detection range, multiple color reticles, an 8-color display palette, <40mK NETD sensor, built-in video with audio, Wi-Fi connectivity, picture-in-picture and IPX7 waterproof-rated construction. The Talion XQ38's combination of premium features, increased sensor resolution, affordability and reliability are sure to stoke the fire in competitors.

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Help Your Employees Break the Cycle of Negative Thought

Learning to turn off those all-too-common negative thoughts makes employees more resilient and better able to cope with change and stress.

BY KEN WYSOCKY

For too many employees, negative thoughts are the norm, not the exception. Unfortunately, most people's brains are innately wired to react that way, and there's science to back up that assertion. But the good news is that most of your negative thoughts/conclusions are unfounded, and there are strategies you can employ to break the cycle of negativity and become a more resilient and engaged employee.

That's the message from David Collins, president and chief executive officer of the TRACOM Group, a consulting firm that specializes in developing employees' soft and social-intelligence skills — especially resilience.

"Essentially, we're usually our own worst enemy," Collins says.

"Most of us do a ton of self-talk — negative words we speak to ourselves inside our heads. In essence, it's a leftover from back in the day when we had to face threats all around us at the watering hole. Nature rewarded people who were good at evaluating threats. So seeking out and avoiding threats is hugely hard-wired into our brains. But they often lead us to conclusions that aren't correct."

Science confirms this cranial bias toward negativity. Studies show that we average 300 to 1,000 words a minute of self-talk, and the vast majority are negative thoughts. In addition, 62 percent of the words in the dictionary that describe emotion are geared toward a negative perspective, Collins says.

The real problem is that all those

self-sabotaging talks lead to a tremendous amount of stress. Even worse, if you're in a management role, they can have a cascade effect and flow down onto your team. Conversely, resilient leaders are more likely to have resilient teams who are more engaged, Collins says.

Be More Resilient

Developing more resilient employees should be a higher priority because resilient employees are better at supporting and dealing with change in the workplace and can be a valuable influence on others during stressful times. In fact, TRACOM Group data shows that people with good resiliency skills are 15% more actively supportive of change when it occurs — an



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important consideration in today's turbulent and evermore-demanding workplace. Moreover, they're 14% more likely to stay engaged during stressful periods.

"Resiliency is a foundation skill that interconnects with so many things inside companies, it's almost scary," Collins says. "Part of resilience is understanding that negative bias that we use to beat ourselves up. We need to learn how to program our brains to react differently — intercept those thoughts and program ourselves to produce a more realistic response."

Years of research performed by Collins and his team have identified key factors that lead to resilience, as well as a diagnostics tool that measures resilience.

"We use that tool to diagnose where employees' strengths are and what areas need improvement," he says.

The tool measures things such as realistic optimism, personal beliefs, self-assurance and self-composure, problem-solving skills,

and social support.

"People with strengths in these areas have more resilience," Collins says. "In essence, the tool gives them a report and provides specific strategies for improving things."

Those strategies primarily center on two things: teaching people to automatically challenge their negative thinking and resulting behavior and how to develop more realistic responses that can replace those negative thoughts. The latter helps them better understand that their personal fears and doubts usually aren't realistic or imminent, Collins says.

"Most training in today's marketplace is process-oriented — how to do something, such as coaching or sales training, for example," he says. "But in the area of resilience, we're dealing with something very different than a process. We're trying to understand a mindset and why people do what they do. Most of us are oblivious to what we do and how

we act on a daily basis because our brains operate on a subconscious level. We elevate that to people's attention."

Not Mission Impossible

Collins says there are eight recognizable patterns of negative thought, and they're all very predictable. Better yet, it's not that difficult to break the cycle.

"We teach people to recognize the pattern and escape from it," he says. "It's not that hard to do once you become aware of it."

The most effective way to avoid those negative thoughts is to work on changing just one of the recognizable patterns. Just like breaking a big job into smaller chunks makes it seem more doable, working on one area of negativity creates a "halo" or "spillover" effect that makes it easier to improve in other areas, too, Collins says.

In effect, the training teaches people how to ignore the emotional, "fight-or-flight" part of their brain in favor of the more logical

part. The emotional part of the brain tends to kick in first, but resilient people are able to catch the emotional brain in action, turn it off, and use the logical part of the brain instead.

"Instead of thinking, for example, that your new boss hates you, you train yourself to look at the situation as an opportunity to learn new things and operate differently," Collins says. "You reframe the negative thoughts — replace them with something more realistic."

And if you think you're crazy for having those nasty little negative self-talks constantly pop up in your brain, relax — there's strength in numbers.

"It's amazing how many people come up to us on breaks during our training classes and tell us they thought they were the only ones who have conversations like that in their heads," Collins says.

But with a bit of training, you can make them the exception, not the norm. **HR**



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Waterfowl Loads

Waterfowlers aren't afraid to spend money on quality ammunition. Here are three loads they'll be asking for ahead of the season.

BY MARK CHESNUT

Waterfowl hunters are a strange breed. They're stalwart folks willing to get up hours before dawn in the worst of weather, make a long drive to a lake or marsh, take an uncomfortable walk or boat ride in the pitch darkness and set out their decoys in water barely warm enough to still be liquid. Then, they'll sit for hours in the frigid cold with high winds ripping past just waiting for a shot at their favorite quarry.

In truth, most waterfowl hunters are so addicted to their favorite sport that they're not likely to skimp on many items when it comes to gear. And ammunition is one place you'll seldom see them looking for the cheapest box of shells to take to the blind for the coming weekend's hunt.

That's because some waterfowl shells are much more effective at taking ducks and geese — really killing them dead, not just dropping them — than others. Anyone who was hunting ducks a little more than 30 years ago, when the U.S. Fish & Wildlife Service implemented a nontoxic regulation for waterfowl shells, knows exactly what I mean.

I recall a hunt back in the fall of 1991. I was at my favorite mallard hon-hole in southwestern Oklahoma, where a limit was more common than

being skunked. However, the federal government had just made a new law requiring nontoxic shot for waterfowl, and the steel shot that was on the market was less than effective. Birds I had been killing dead with lead No. 6s were flying away as though they hadn't been touched.

Of course, that was then, and this is now. Thankfully, over the next handful of years, manufacturers began making better and better steel shotshells, and hunters learned more about proper patterning, choke tubes and use of the ammunition. But another thing happened, also. The poor quality and less-than-optimal killing power of the early steel loads led to companies looking for other nontoxic alternatives. Additionally, many hunters still wanted to use their trusty old duck gun, but some older barrels wouldn't handle steel loads. The result was a variety of loads that were more effective than steel, but often at a much higher price tag.

While some have come and gone over the past three decades, many are here to stay. And some use even better shot materials than ever before! Let's take a look at three waterfowl loads that will keep your duck- and goose-hunting customers happy and coming back for more.





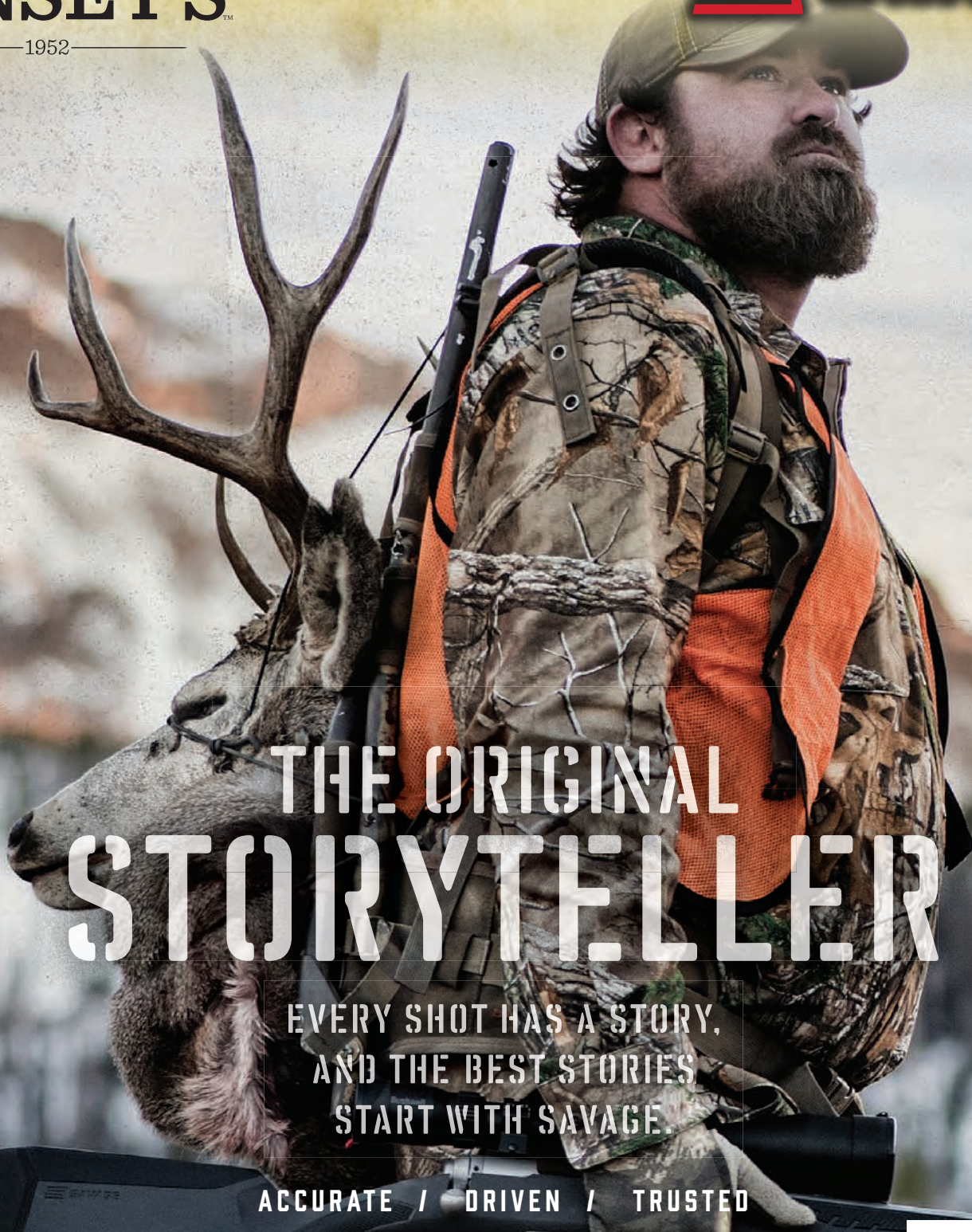
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WINCHESTER BLIND SIDE

Winchester's Blind Side ammunition takes a different – albeit effective – approach to the job of killing ducks and geese, and does so at about one-third of the cost to the hunter. Blind Side is loaded with stacked Hex steel shot, but this is far from the steel loads your grandpa was shooting 30 years ago.

Winchester Blind Side combines ground-breaking, Stacked Hex Steel Shot Technology and Winchester's proven Diamond Cut Wad in what the company calls the deadliest waterfowl load available. "Loaded with 100% Hex Shot, hunters get more pellets on target, a larger kill zone and more trauma-inducing pellets than ever before, meaning faster kills," the company says.

The six-sided, multiple-edge shot is designed to provide increased trauma on waterfowl, while the wad ensures consistent patterns and an increased kill zone by about 25%. And since pellets are stacked upon one another, the maker can get about 15% more pellets in a shell compared to regular round steel shot. That means 15% more pellets to put on your flying target – obviously a notable advantage.

Four 3½-inch 12-gauge loads carry 1⅝ ounces of BB, No. 1, No. 2 or No. 3 shot from the barrel at about 1,400 fps. The 3-inch loads are available in BB, No. 1, 2, 3 or 5 and also have a muzzle velocity of 1,400 fps. The 3-inch, 20-gauge loads feature 1⅛ ounces of the Hex steel in No. 2 or 5 at 1,300 fps.



HEVI-SHOT HEVI-BISMUTH

Hevi-Shot was one of the first players in the alternative nontoxic shot arena, and their products have continued to evolve for peak performance. Hevi-Bismuth packs a punch on ducks and geese without breaking the bank.

The selling point for Hevi-Bismuth is that the bismuth shot material is 22% denser than steel, meaning it will fly farther and hit harder, putting more energy on the target. Plus, as a bonus, Hevi-Bismuth is safe for older guns that aren't meant for shooting steel. To be sure, there are still some hunters who enjoy carrying their old heirloom guns to the blind and bagging a limit of mallards or pintails with those shotguns on occasion.

The company offers three 10-gauge loads with 1¼ ounces of Hevi-Bismuth in No. 1, 2 or 4 shot. All three leave the barrel at about 1,350 fp. The 12-gauge loads are offered in three different lengths, with a number of offerings in each. The 2¾-inch 12-gauge loads carry 1¼ ounces of No. 2, 4 or 6 shot at 1,450 fps, 3-inch shells feature 1⅝ ounces of No. 1, 2, 4 or 6 shot also at 1,450 fps, and 3½-inch shotshells hold 1½ ounces of No. 1, 2 or 4 shot leaving the barrel at 1,500 fps.

Interestingly, Hevi-Bismuth also caters to those who prefer to hunt waterfowl with smaller gauges. Not only are loads available in 10- and 12-gauge as mentioned previously, but they are also offered in 20-gauge, 28-gauge and .410 bore. The 28-gauge shells carry nearly an ounce of Bismuth shot at 1,350 fps, while the .410 loads feature ⅝ ounce of shot with a muzzle velocity of 1,300.

The price for Hevi-Bismuth comes out to about \$1.40 per shot, just a little less expensive than Winchester Blind Side.



FEDERAL BLACK CLOUD TSS WATERFOWL

Tungsten Super Shot (TSS) is all the rage nowadays, and there's little wonder why – it kills ducks effectively at longer distances than many other waterfowl shot alternatives. That's because it has a 56% higher density than lead and more than double the density of steel.

Consequently, TSS pellets maintain velocity at greater range, hit harder and penetrate deeper than many other waterfowl shot types.

Black Cloud TSS carries on a lethal legacy, blending proven Flitestopper Steel pellets and 18 Tungsten Super Shot. With a payload of 60% TSS pellets and 40% steel of different sizes, it's a lethal combination out to 50 yards. For instance, one 3-inch 12-gauge load combines 1¼ ounces of No. 7 or 9 TSS with BB or No. 3 steel, all packed in the company's proven Flightcontrol Flexwad. That combination results in a muzzle velocity of about 1,450 feet per second (fps).

Plus, Black Cloud TSS is available in 20-gauge loads, allowing those who enjoy sub-gauge waterfowl hunting to also have some top-quality ammunition to choose from. The 20-gauge shell uses 1 ounce of blended No. 3 steel and No. 9 TSS. Federal's fast-burning powder pushes the shot out of the barrel at about 1,350 fps.

Note, however, that Federal Black Cloud TSS Waterfowl comes at a steep price. At about \$50 for a 10-round box, we're talking about \$5 a shot. Yet the shot material really does perform like the company claims, so many hard-core waterfowlers are willing to pay the price for the success it brings. **HR**





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12 Broadheads to Up Your Cut of Bowhunting Sales

Here's a dirty-dozen roundup of broadheads worth your shelf space.

BY KEVIN REESE

Bowhunters. We are an interesting breed, indeed. I was once asked, “How can you log more than a hundred hours in a treestand waiting to make one shot? My response was simple: “You won’t understand until you do it.”

As challenging as bowhunting can be, we also are careful — our endgame is to deal death quickly and ethically. Indeed, bowhunting is a lifestyle, and shooting year-round is foundational. We owe it to the animals we pursue to be at the top of our game, and this includes the equipment bowhunters choose to use. This can also be a boon for retailers. Season after season, bowhunters are on the hunt for products designed to up their odds of success, and archery manufacturers never seem to be ones for slouching in the innovation and technology departments. This simple truth ensures retailers are offered a consistently wide array of bowhunting products, and bowhunting customers are always on the hunt for them. Check out this dirty-dozen roundup of broadheads ready to up your cut of the bowhunting biz.





XECUTIONER XPANDABLE

For years, Xecutioner Xpandable mechanical broadheads were the tips I trusted to put rough, tough feral hogs down cleanly. Not only do they fly like field points from a well-tuned bow, but they also expand quickly and reliably upon contact and create exceptionally large wound channels via the head's 2.5-inch cutting diameter. Xecutioner Xpandable blade deployment is based on arrow speed and controlled by setting the elastic blade-retention band in one of three available slots. Unlike most broadhead offerings, Xecutioner Xpandable Broadheads come in a quantity of four. When it comes to looking good in the field without compromising performance, Xecutioner Xpandables are available in eight colors: black, blue, pink, green, orange, purple, red and yellow.

For a perfect turkey-hunting combination, bowhunters can add Xecutioner's Slocker Small Game Collar. Designed by Tim Wells, the collar seats perfectly between the arrow's shoulder and the back of Xpandable head to ensure devastating terminal performance without pass-throughs.

www.xecutionerbroadheads.com



SLICK TRICK SS3

Single-piece broadhead manufacturing is nothing new; after all, the world's earliest bowhunters employed them. That said, there has never been a better time in bowhunting history to put today's single-piece broadheads to work – case in point, Slick Trick SS3 Broadheads.

A newcomer unveiled in 2021, Slick Trick SST 3-Blade broadheads are the result of high-tech aerodynamic testing and development. Cut from a single piece of 416 stainless steel, precisely cut to razor-sharp edges, coated with black oxide, tipped with a bone-crushing chisel-tip and perfectly concentric, SST heads are designed to fly like field points and carve devastating, deep-penetrating, 1 1/8-inch swaths through tough big-game hides, cartilage and, yes, bone. Unlike other single-piece fixed-blade broadheads, Slick Trick SSTs are ventless, ensuring much quieter flight. They are available in 100-grain three-packs.

www.slicktrick.net



ZEUS BROADHEADS

While New Era's Zeus Broadheads have yet to enjoy the same popularity of big brands, they are certainly worthy (or better than most) and the toughest I have tested; by tough, I mean shot from a 70-pound bow through six 55-gallon drum walls – three shots through both sides of a drum without a hint of blade breakage.

True hybrids, Zeus Broadheads fill the gap between fixed and mechanical and offer the best of both worlds: the brute strength of fixed blades and the flexible punch-through power of many mechanical deploying blades. While a mix of both technologies are present, as well as a crown tip and surgical-sharp blade edges ready to deliver 1 1/2-inch wound channels (up to 2.5 inches of total cuts), Zeus Broadheads are not like any other head on the market. Zeus Broadheads feature 1 1/2-inch-cut main blades, 7/8-inch-cut bleeder blades and rock-solid aluminum ferrules. Smart Head Technology ensures Zeus' main blades compress while cutting through bone and expand again through softer tissues for optimum penetration.

www.neweraarchery.com



RAGE HYPODERMIC NC

Only the second mechanical head I have trusted on big, bad boars, Rage Hypodermic NC Broadheads proved their worth during my own tough-as-nails testing early in 2020. Out of a well-tuned BowTech Realm SR-6 pushing arrows totaling 392.2 grains, including 100-grain Hypodermic NC heads, I easily managed sub-1-inch groups at 20 yards before punching through thick plywood and rolled-steel walls. Soon after, I carved through the rear of a mature boar's shield and took out both lungs. The blood trail was excessively heavy: he didn't make it 20 yards and expired within seconds.

What makes the Rage Hypodermic NC worth the retail space? Proven field-tip accuracy, heavy-duty .035-inch blades, large 2-inch cutting diameter, bone-splitting hybrid tip, slim ferrule and a slip-cam blade-pivot system designed to eliminate a Shock-Collar or O-ring while still ensuring reliable deployment. My personal experiences with Rage Hypodermic NC Broadheads mean they are a must-have in this roundup and a great-to-offer option for hard-core bowhunters looking for reliable mechanical performance and impressive blood trails. www.feradyne.com/rage-broadheads



QAD EXODUS

Quality Archery Designs, better known by bowhunters worldwide as QAD, grew legs in 1992 with the promise of offering diehard bowhunters industry-leading products like the Ultra-Rest, perhaps bowhunting's most popular arrow rest. While QAD continues to find ways to improve what many of us believe already to be a masterpiece of a rest, the company also produces razor-sharp, straight-shooting, fixed-blade Exodus Broadheads.

While QAD's American-made three-blade Exodus Broadheads are compact in length, roughly the size of a field-point, they are crowned by a hardened, bone-breaking, cut-on-contact SST tip and boast an impressive 1 1/4-inch cutting diameter. Of course, the shorter profile and steep blade angle are complemented by .040-inch blade thickness. Perhaps Exodus' best feature is replaceable blades. Hunting customers are sure to appreciate the opportunity to purchase enough replacement blades for three heads at roughly half the price of a new pack. While 100-grain heads are the most popular, Exodus Broadheads also are available in 85- and 125-grain options with full or swept blades. www.qadinc.com





NAP KILLZONE SLINGBLADE 2 TI

Reminiscent of my days of bowhunting turkeys with New Archery Products' tried-and-true first-generation KillZones, NAP's latest, greatest mechanical KillZone SlingBlade 2 TI Broadheads pack a bone-shattering, jaw-dropping 2 $\frac{3}{16}$ -inch cutting diameter from two razor-sharp .031-inch stainless steel blades and single-piece CNC-machined, Grade 5 titanium ferrule.

Each SlingBlade 2 TI is spin-tested and features compact $\frac{7}{8}$ -inch closed broadhead diameter, resulting in the true field-point accuracy demanding bowhunters expect. As a bonus, when your customers pick up NAP KillZone SlingBlade 2 TI Broadheads, they also are taking a pair of practice blades – no more wasting a broadhead on testing, target shooting or double-checking sight-in before their hunts.

www.newarchery.com



NAP ENDGAME

NAP fans are sure to be equally impressed on the fixed-blade side of the house with the brand's 2022 EndGame Broadheads. Perfect for diehard bowhunters and compound shooters alike who appreciate a more traditional nod to fixed two-blade performance, the EndGame delivers the scalpel-sharp goods with replaceable .031-inch stainless-steel blades, a 1 $\frac{1}{16}$ -inch cutting diameter and a single-piece Grade 5 titanium ferrule. For reliable blade deployment, deep-driving penetration and massive blood trails, NAP EndGame Broadheads also feature X-Lock blade retention and oversized Bone Breaker tips. Like SlingBlade 2 TI heads, NAP Endgame broadheads include practice tips.

www.newarchery.com



SWHACKER LEVI MORGAN SERIES #269

Swhacker teamed up with world-renowned archer Levi Morgan to build a hunting broadhead precisely to his demanding specifications – and the result is the #269, which blends broadhead technology with field-point accuracy. The unique arced blade design reduces blade resistance after entry, retaining greater arrow momentum and delivering increased pass-through performance. The reinforced ribbed ferrule delivers up to 20% greater strength and rigidity. The #269 also includes Swhacker's popular Blade-Lock Technology, allowing the expandable blades to be locked in the closed position so hunters can practice with the exact broadhead they will be using in the field; it's fine-tuning at its finest. The #269 is 1-inch in flight; it weighs 125 grains, and the 2-blade design has a 2.5-inch cutting diameter upon penetration.

www.swhacker.com



SHUTTLE T-LOCK

Shuttle T-Lock has been one of the quietest broadheads I have ever shot, and I took scores of animals with the 100-grain models back in the day. I still love this broadhead.

While the heat-treated, stainless-steel blades look like space shuttle wings, they also serve a higher cutting purpose. Shuttle T-Lock blades are among the sharpest I have used, and the narrower forward edge, curving out to a 1 $\frac{1}{8}$ -inch cutting diameter in the back, definitely increases blade length. The T-shaped blade attachment slips into the single-piece ferrule. The T/ferrule interlocking design, along with an included O-ring, makes blade loss an impossibility. As far as flight, they have always grouped like field points. All of my shots with Shuttle T-Lock heads resulted in short blood trails. I would like to think any seasoned bowhunter with Shuttle T-Lock experience would agree. In my opinion, for more than 15 years, Shuttle T-Locks have ranked high among the best fixed-blade broadheads out there. www.trophytaker.com



MUZZY ONE

Founded in 1984 by iconic bowhunter and broadhead aficionado, John Musacchia Sr., Muzzy Products Incorporated, later Muzzy Broadheads, flourished through the '80s and 90s. With John Sr.'s passing in 1996, the Muzzy reins were passed to Michelle Eichler and her brother, John Jr. Muzzy continued its path of success until Feradyne Outdoors acquired the company in 2012. In 2022, the company continues to walk the bleeding-edge of broadhead development and remains a favorite choice among bowhunters worldwide. Among Muzzy's latest offerings sits the mighty Muzzy One Broadhead.

Machined from a single piece of premium stainless steel, the Muzzy One features three thick .046-inch blades and a cut-on-contact tip. The greatest advantage to Muzzy's single-piece design is tighter control on tolerances. As a result, customers can expect field-point accuracy, bone-crushing impacts and deep penetration. Muzzy One Broadhead blades are specifically designed to allow end users to quickly and easily sharpen edges with flat-stone sharpeners. Cutting diameter options include 1-inch (85-grain), 1 $\frac{1}{8}$ -inch (100-grain) and 1 $\frac{1}{4}$ -inch (125 grain). www.feradyne.com/muzzy-broadheads





TOOTH OF THE ARROW V SERIES

One of the more expensive and time-consuming broadheads to produce, but available at an average price point, Tooth of the Arrow V-Series heads are second to none in craftsmanship, sharpness, reliability and overall quality. Undeniably all-American, Tooth of the Arrow's steel is sourced from Illinois, the packaging is from Missouri, and all broadhead manufacturing occurs in the company's Minnesota headquarters.

Each broadhead is precision-machined to tight tolerances from a single piece of carbon steel, heat treated to achieve a 40-45 Rockwell hardness rating, coated with black oxide for durability and then sharpened to a hair-splitting edge. Standard heads offer a 1-inch cutting diameter while XL heads boast a 1 3/16-inch cutting diameter. 100 grain is most popular; however, options also include 85- and 125-grain broadheads. www.toothofthearrowbroadheads.com



G5 DEADMEAT V2

Bone Collector personality Travis "T-Bone" Turner had it right when he called out the G5 Deadmeat V2 broadhead for what it is: "the total package." While the G5 Tekan was quite popular, the company's Montec single-piece, fixed-blade broadheads were popular among serious bowhunters worldwide – they are still widely used. Unfortunately, the Tekan ended its lifespan; however, G5's mechanical evolution has resulted in the new G5 Deadmeat V2. Yes, "total package" applies here, too. It's a beast of a compact mechanical head.

The G5 Deadmeat V2 Broadhead is a new offering, and as a mechanical with a 1 1/2-inch cutting diameter, it fits nicely between expansive 2+-inch cuts and smaller 1-inch offerings – to me, a sweet spot. Deadmeat V2 blades are constructed of premium stainless steel and honed to scalpel-sharp edges. While G5's SnapLock technology prevents pre-deployment, it also ensures blades don't go missing. As added benefits, G5 Deadmeat V2 blades are replaceable and broadhead packs include a BMP practice tip. www.g5outdoors.com



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Is It Time to Move?

Consider these factors before you decide to relocate your business.

BY MICHAEL D. FAW

Moving. The decision to move can offer rewards and breath new life into a stagnant or declining business. Yet, a relocation can also be a real strain on time, employees, owners, vendors and resources. Trust me: I moved my household four times in one year, including moving 42 yards across the street to a just-finished condo because the condo I was currently renting while my new home was being built, was sold. Ugh. But in the end, I was so glad I moved.

Most businesses begin success by selecting a site for operating, serving customers and receiving goods that are sold. Everything at that location, from the parking lot and street front to the showroom floor and warehouse space inside, all lead to business successes – and can also be the source of many failures. In recent times, major firearms manufacturers have pulled up roots and moved, including Weatherby, Beretta, Remington, Kahr and others. Ruger, among others, has opened manufacturing facilities away from anti-gun states like Massachusetts and Connecticut. Ruger now has a manufacturing plant in eastern North Carolina. Moving solves problems.

Moving can provide lower property or inventory taxes, better labor and a wider group of employees, business incentives and other things. Moving to another location, city, region or state can possibly increase your employee and customer base, reduce operating expenses and offer a wide range of other benefits, along with increased profits. Moving can often also provide benefits that outweigh the relocation costs.

When making a decision to move, first look at trends in your current location, such as reduced traffic on the street out front, moves by other local businesses, and out-of-your-control situations such as increased crimes, rioting and burning (more common now), declines in the local neighborhood and other factors that add to or detract from your business. Much like many things in the hunting and shooting sports industries, customer preferences and business operating environments all are subject to changes. Look around and recognize changes before they kill your business.

Unfortunately, some of those changes are detrimental to business operations if you sell firearms and hunting gear. Relocating to a better location can provide a much brighter future. Are you needing to relocate?





Writing Is on the Wall

Relocating a business is a huge decision. Take your time, study the pros and cons, make a checklist, and calculate the costs and the potential profits in a new location. Factors to consider that trigger a move can include: street changes by the county or city that make customer arrivals more difficult, local nuisance ordinances that will increase red tape for you and drive customers elsewhere, new housing developments going in around outdoor gun ranges, and the list goes on and on. Some businesses have also relocated because of advertising/sign restrictions and red-tape permits for events that are held outside. Newly passed local, state and federal regulations have consequences, and businesses frequently move to escape these obstacles.

A new threat in today's world is being targeted by vandals, riots, looters, constantly trashed parking lots, vehicle break-ins while the business is open, and other petty crimes that take their toll. Maybe you realize the neighborhood you

↑ You might choose to relocate if you're running out of space and think you could increase profits with room for more inventory.

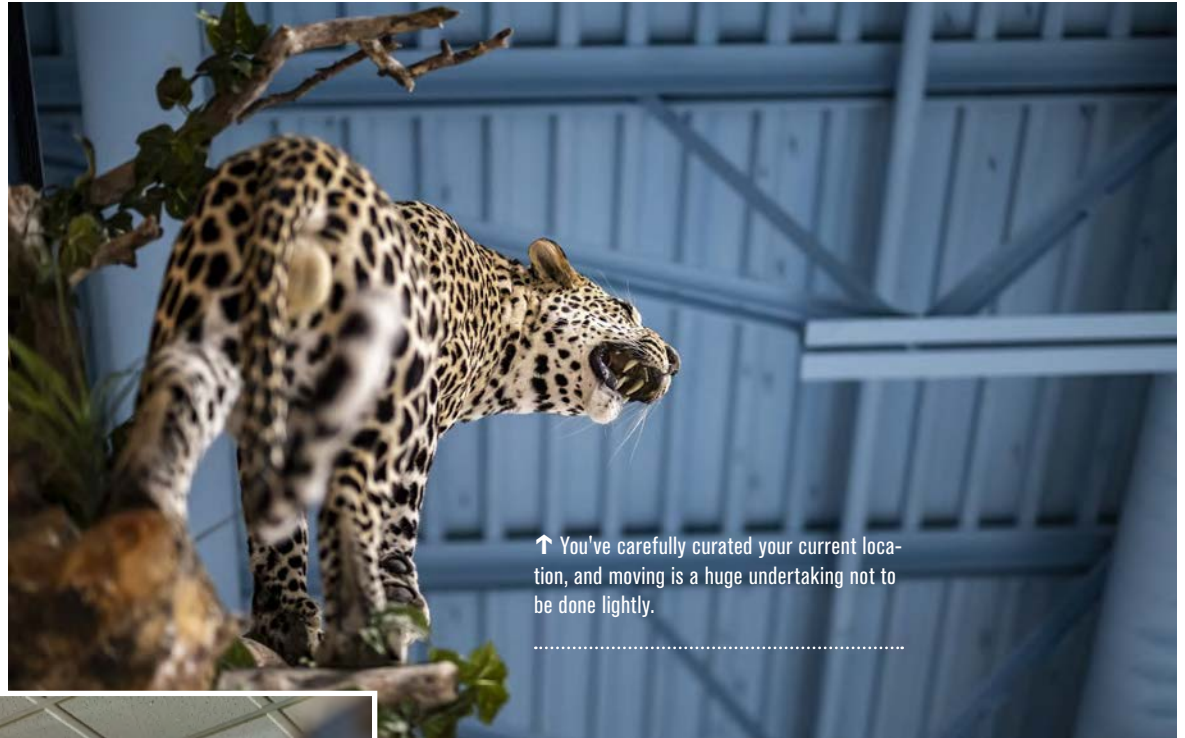
are in has changed, and your customers will not feel safe coming here. Local law enforcement offices and some online realtor websites provide details about neighborhoods and streets. Research the numbers and assess the possible damage to your business.

Other factors that trigger a move can include an outdated building or reduced parking lot size because of widened streets or other factors. This also often happens in strip-mall locations that continually change owners and increase in per-square-foot rental rates while constantly needing upgrades. Renting vs. owning and the associated dollars should also be calculated into move decisions.

One major factor around a move is employees, if you have them. Great, dependable and dedicated employees are a challenge to find anywhere, and more so in today's

economy. It can be a challenge to keep your current employee team if you move. As you begin weighing a move, discuss the topic with employees and listen to their feedback. Their insight can influence your decision to move. If the employees are in favor of relocating, you've met one major hurdle and can move (pun intended) ahead. If your move is local and in the same town, you could have employees with shorter drive times in the new location — or not. Same goes for you, because as an owner, your time to reach the place that provides your income should be studied in the decision process. Drive time costs, while your time inside your business should be producing income.

Moving has many levels and influences so make this decision carefully.



↑ You've carefully curated your current location, and moving is a huge undertaking not to be done lightly.



Move On!

If you have made the decision to relocate your business, you need a master plan and well-developed schedule to make the move a success. First, get out a calendar and start noting dates and deadlines. You need to work with utility companies, vendors and suppliers, affected employees and a wide range of other vested interests. Loading safes into trucks, moving bulky items like shelves and counters, and moving things like a refrigerator from the break room are not one-man or one-woman jobs. Plan

↑ Has the neighborhood changed over the years? Security concerns might be a big indication it's time to move on.

.....
to pack and move the small stuff like banners, wall clocks, the cash register, important papers and other items. Many relocating companies and businesses know to hire movers to move the big stuff. Let them do the heavy lifting, but be certain the company has experience moving a business or company.

Since your business probably has firearms in its inventory, I suggest moving all of those yourself,

along with any optics, knives and ammunition. In fact, some moving companies will not touch firearms and ammunition. Ask if you want the company to handle these items — and get mover's insurance.

Then there are customers who get involved indirectly in any business relocation. Let current customers know you are relocating and where you are going. Next, plan ahead and advertise when the doors will be open at the new location. Many relocated retail businesses do a soft opening a week or so ahead of the Grand Opening to work out any kinks and to be certain things are in order. This includes internet services and all acts of transactions.

To make the new location more profitable, create a showstopper interior and inviting entrance, along with inviting curb appeal. Current customers who drive to visit and shop at the new location need to see and experience improvements — wow them and they will return with new customers. Strive to make everything fresh and inviting. Here is money well spent as you start a new chapter in your business plan. Make a big deal out of the big deal!

Pulling More Customers

As you begin business in the new location, strive to spread the word. Signage, such as billboards, in the region should include the location address and possibly your website, and they should show sought-after gear, like leading brands of hunting rifles, ammunition or optics. Remember to apply for co-op advertising dollars in these efforts to spread the word about your new location. Also work with designers to be certain the billboard, print ad or brochures convey the right message and visually invite customers. Since around 95% of America's hunting market pursues deer, a big buck image could be the first item to draw attention.

Before you make the move is the time also to look for incentives from cities and counties, plus grants from local economic development councils. There are dollars out there related to new businesses moving in, so discover these and add them into your moving costs if they become available. Be creative online, at the old and new locations and through regional newspapers and dependable news as you close and reopen.





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Select chamberings are available in a left-handed configuration.



CHRISTENSENARMS.COM/RIDGELINE-FFT



↑ Run your numbers carefully – twice – before you determine whether it makes financial sense to make a big move. Moving isn't cheap, and you want to be confident customers will follow you.

If there's a local chamber of commerce, contact them about numbers, trends, and assistance.

In the new location, you want to work to make customers feel welcome and create that "I like shopping here" feel. Stunning taxidermy on the walls, hunting murals or artwork, and other things that are visually stimulating get customers excited. This can set the mood for shopping — and spending.

By the Numbers

In your search for a new location, remember to discover and study all the numbers around a new location. This could include drive-by vehicle traffic numbers from street department, crime statistics from the local police, and more. Then visit the site multiple times at different times of day (including peak drive times) and on weekends. While cities and regional governments work to attract businesses, they sometimes over-

look revealing numbers that can affect a business, especially one in the hunting business that sells firearms. Do your research thoroughly.

Finally, look at your inventory, business plan, last five years' profits and losses, and other numbers. Then project numbers in the new location you are considering. If you can recover the costs associated with relocating in the first year, and then increase profits afterward, moving is a no-brainer.

Another positive about moving is that employees and customers get excited about new stores, new layouts on the show floor, and everything new. Keep this in mind as you close one front door and open another. What will you be glad to leave behind and what will the new location provide?

Relocation could be a new beginning and lifesaver for a business. Is it time for you to move? **HR**



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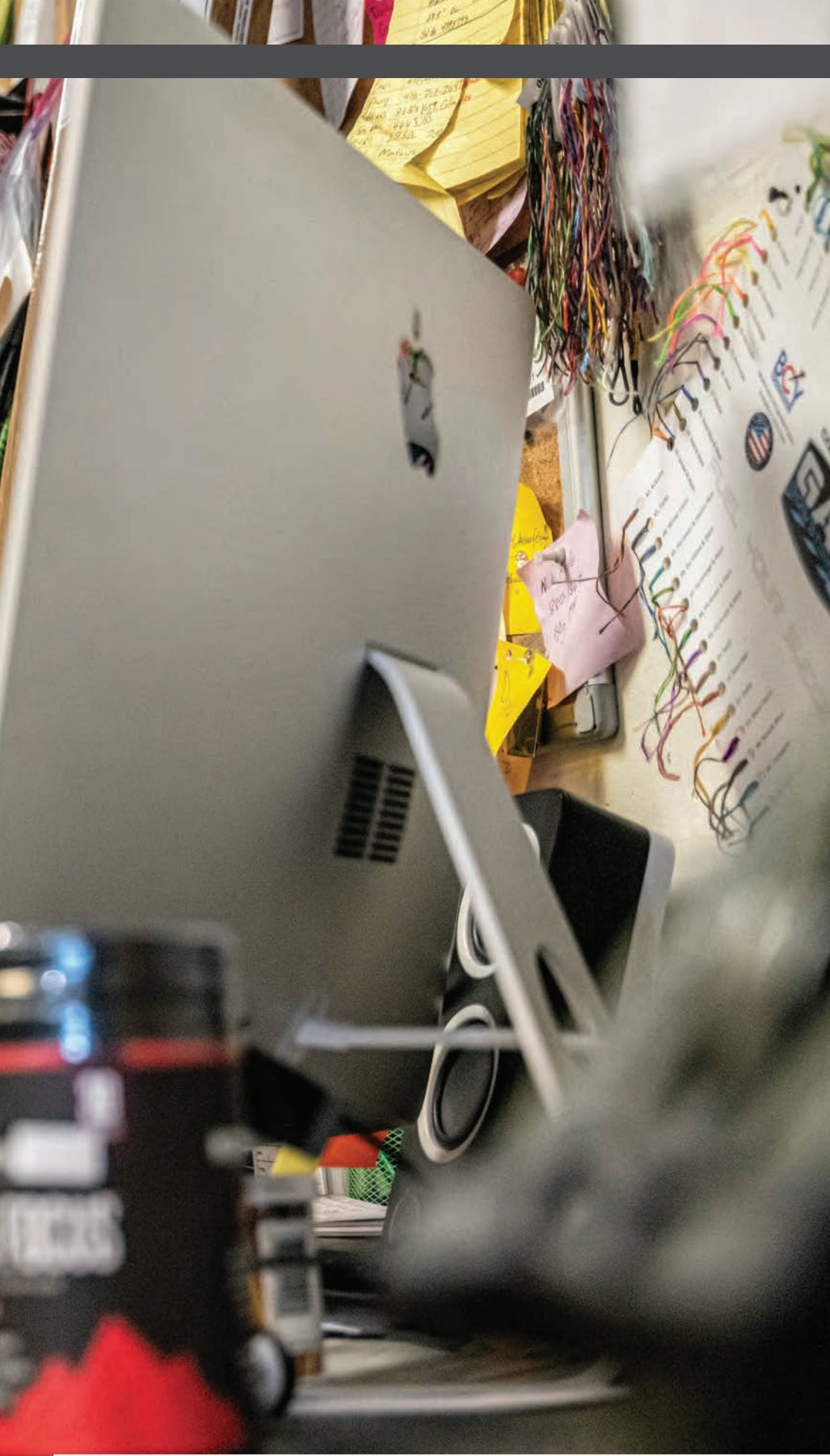


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9 Ways to Cut Company Costs

If you're concerned about your company's bottom line, any time of the year is a good opportunity to figure out how to trim overhead costs that may be eating away at your profits.

BY ERIK GUNN

The best get-rich-quick schemes drop the last of those three words. If you want to add to your bottom line, don't go for windfalls. See where you can nip and tuck your budget here and there.

Here are nine ways you can save money without hurting your core business.

1 Talk to Your Accountant

If that person doesn't know where you're leaking money, get a new accountant. And if you don't have an accountant at all — or at the very least, a tax preparer — get one. You're the owner and the manager, not the accountant. The peace of mind that comes with knowing the books are straight and you're right with the IRS is worth the expense.

2 Review Your Insurance Policies

Especially if you haven't looked at them in a while. If your agent is independent, not tied to a particular insurance company, that person can be a great source for ideas about trimming your premium costs. One caution: Be very candid and clear about your real needs. There's no point in crippling your business if disaster strikes just because you thought you could live with that extra-high deductible and it turns out you really can't.

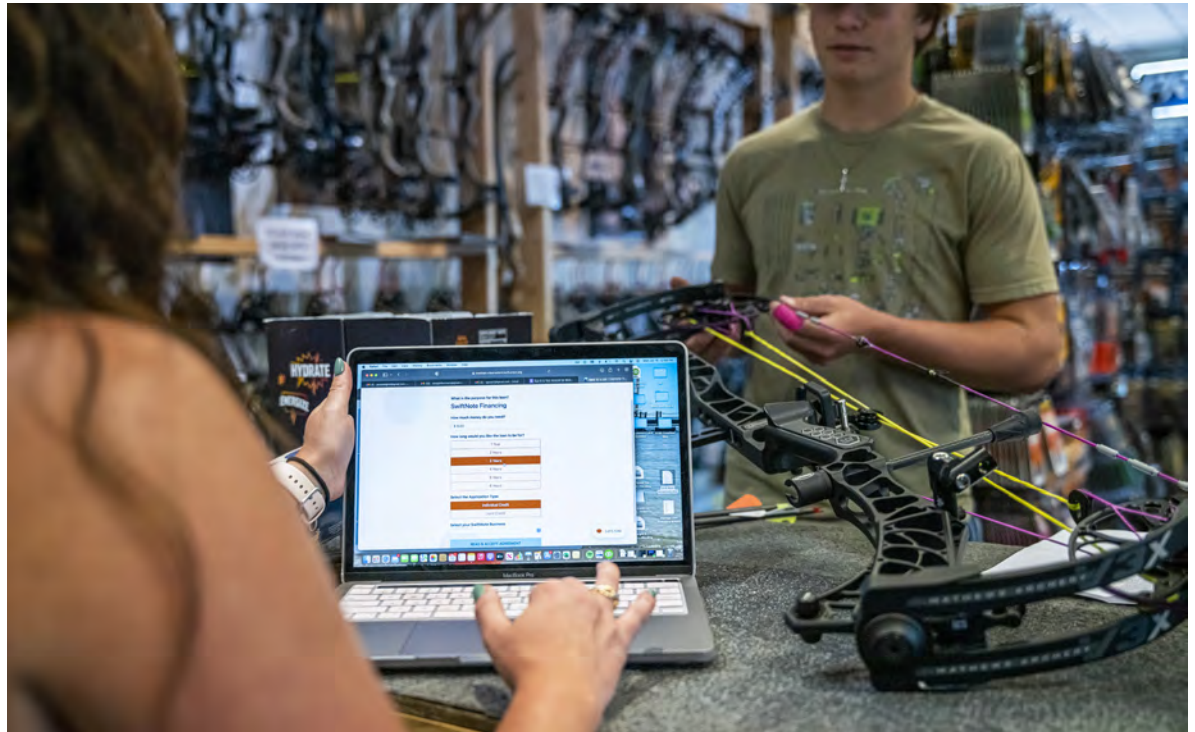


3 Call Your Lawyer
We think of attorneys as inevitably high-priced, but they don't have to be. Discuss alternative fee arrangements. What can they do to help you economize reasonably without giving you cut-rate service? More than you might think. You could even consider bartering — your attorney receives a free gun cleaning and you get X hours of legal consultation. Keep good records, though.

4 Shop Around
This tip is two for the price of one.
For your business line of credit or equipment loans: A new bank might give you a break for your line of business. But look carefully at the terms you're offered and talk to other business owners already banking there about the level of service they're getting. Incidentally, if you don't bank at a credit union, see if there's one in your area. The terms and the service are often better at these locally owned, cooperatively run businesses.

For your credit cards: The advice here differs depending on whether you carry a balance or pay in full every month, but either way, a little comparison can go a long way. Do you pay in full every month? Focus on the annual fee and choose a card where it's low or nonexistent. Or do you tend to carry over a balance on your card from one month to the next? Then watch the interest rates and hunt for the lowest you can find. And as for rewards programs, make sure they're rewards you'll actually use. Always read the fine print.

5 Time Your Banking
This can work in two directions, depending on your specific action.
You want your deposits to go in as early in the day as possible. If your account pays interest, you'll get just a little bit more. More banks now enable you to make deposits by smartphone through a special app. Just take a picture of the check with your phone, and in a few keystrokes,



↑ Time your deposits for early in the day and your loan payments for late in the billing cycle to optimize the interest you earn and pay.

the deposit is credited to you. From the envelope to your account in minutes. How convenient is that?

On the other hand, if you've got a bank loan on your office property or a piece of equipment, time the payment toward the end of the billing cycle. That's because, unlike credit cards, bank loan interest doesn't accrue day by day during the month. So you can have longer use of the funds or can even earn a little interest on them. Be sure to pay on time, though — late fees or penalties would wipe out any savings.

6 Quit the Paper Chase
Paper — filling it out, filing it, storing it — might not be the biggest part of your business, but can you make it an even smaller amount?

Digital storage on hard drives gets cheaper all the time. The same goes for SSD, solid-state drives, which are smaller and less prone to failure. And online storage, should

you decide to go that route, is easier and cheaper all the time. There's Google Drive, Dropbox and services from Amazon, Microsoft and others with free or low-cost storage in the cloud — on an internet server — rather than taking up space in your office. But be sure you are confident that the option you choose is as secure as possible.

Consider equipping your sales or gunsmithing staff with iPads or other tablets. Those can do what paper does (fill out a work order, say) — but faster. And they can create invoices instantly. If you take credit cards, you can then get paid almost instantly.

7 Pay Attention to Your Advertising
Always try to evaluate effectiveness against cost when it comes to paying for publicity.

Take a look at the new business you've gotten over the last three months — where did it come from? A lot of small service businesses ask how customers learned about them.

While you're at it, what social media do you use, and how well does it deliver customers to your

door or website? Scope out your competitors, too. Where are they advertising? Can you determine whether it's helping them or not? Can you use a similar strategy if it is? Some publicity is always necessary, but the best way to seek it is always changing. Keep studying your preferred strategy to make sure it's still working.

8 Hold the Phone
Whether landline or mobile, telephone service is another potential source for savings. If you're paying your employees' cellphone bills because they're using them for work, see if you can get a group discount for using the same provider. The effectiveness of this tactic depends on what coverage is like in your particular area, but it's always worth checking.

9 Join the Clubs
Whether it's through a national, regional or local trade association, you may qualify for discounts on a wide range of necessary costs — cellphone service, insurance or other employee benefit programs. **HR**





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Small-Game Bonanza

Big game gets all the glory, but the small-game hunter needs guns and gear, too.

BY LARRY CASE

Call it a consequence of the success in modern-day conservation. Deer and turkey numbers in many states are way above the level they were when Baby Boomers started hunting. The result? In the past 20 years or so, many young hunters started out downing a nice buck or bagging a gobbler or two. What they missed is the basic hunting classroom for many hunters: small-game hunting.

Fear not! We are seeing an increase in new hunters coming into the fold, and many think small-game hunting is the way bring these hunters along. Small-game hunting offers a chance to have many opportunities engaging with game in a day, and it doesn't require expensive hunting leases with lots of public hunting land in many states.

While small game differs in some ways from big-game pursuits, in one area it is very much alike. Small-game hunters need guns and gear as much as any hunter. Here are some ideas you may want to consider stocking for the small-game hunter.



CZ-USA UPLAND ULTRALIGHT ALL TERRAIN 20-GAUGE



CZ-USA 457 AMERICAN .22 RIFLE

GUNS

All small-game hunters require some kind of firearm or air rifle to pursue their sport. The list can be long and overwhelming, but here are some ideas for the rabbit, squirrel and bird chasers.

CZ-USA Upland Ultralight All Terrain 20-Gauge: Most small-game hunters want a light, fast-handling shotgun. Remember that you will carry a shotgun in the field more than you will actually fire it. The CZ-USA Upland Ultralight in the 12-gauge model weighs 6 pounds. The 20-gauge comes in at about 5.4 pounds, and it is a delight to carry. The CZ All Terrain shotguns feature a Cerakote finish that is near impervi-

ous to the elements. The stand-out feature of this series of scatterguns is a small but revolutionary addition to the ejector or extractor of the break-open variants. To make them handy for use in a duck blind or while handling dogs and equipment in the field, each of the All-Terrain over-and-unders and side-by-sides has a set of rare earth magnets installed in their extractor or ejectors. With these magnets in place, most modern shells are retained in the gun even when the gun is turned upside down. This makes loading them easy in a pit blind or boat, and never will a dog handler accidentally dump shells out of their gun while bending over to work with their dog. Equipped with

sling swivels and extended chokes, these shotguns are ready to chase small game and birds, from doves and ducks to turkeys and grouse. MSRP is \$965.00 www.cz-usa.com

GAMO Bone Collector .22 Air Rifle: Small-game hunting with air-guns is increasing in popularity for several reasons. One is airguns make less noise and are perceived as less dangerous around populated areas. While that may be true, the GAMO line of Bone Collector and Swarm Magnum air rifles have been tested extensively on small game, varmints and invasive iguanas in southern Florida and have proven to have plenty of takedown power for hunting.

GAMO Adult Precision Air Rifles

revolutionized the break-barrel air rifle industry back in 2017 with the introduction of Swarm 10X Technology. This technology created the first multi-shot, autoloading break-barrel air rifle and made single-shot air rifles obsolete. Swarm shooters simply loaded 10 pellets into the magazine and snapped it into place, and then they could shoot 10 shots without fumbling around for another pellet after every shot – just break the barrel and shoot again. MSRP is \$319.00 www.gamousa.com

Rossi Single-Shot .410 Bore Shotgun: A .410 shotgun that is light and easy to handle for young shooters is certainly of interest to parents and mentors of our next generation



GAMO BONE COLLECTOR .22 AIR RIFLE



ROSSI SINGLE-SHOT .410 BORE SHOTGUN



of hunters. The Rossi Tuffy .410 shotgun checks all the boxes for this. Not many shotguns may have as many uses as the Tuffy break-action. With its redesigned thumbhole/pistol grip stock and short length of pull, the Tuffy is an ideal truck gun and great for small-framed shooters. The compact and light design also makes it the perfect choice for wilderness protection and survival scenarios, and it is an easy grab-and-go shotgun for the farm or camp. The Tuffy is offered in two barrel lengths: 18.5-inch in cylinder bore and a 26-inch barrel with a screw-in full choke turkey model. Customers that want to turkey hunt with the Tuffy will want the 26-inch model and will have the option for longer shots on small game. MSRP is \$186 for the 18.5 model, \$243.00 for the 26. www.rossiusa.com

CZ-USA 457 American .22 Rifle: Every small-game hunter needs a good flat-shooting .22 rifle. Squirrel hunters especially want an accurate rifle to snipe bushytails with. A classic American-style rimfire rifle, the 457 has a 24.8-inch barrel with no sights and is meant to be topped with a scope. Its Turkish walnut stock has a high, flat comb and a timeless checkering pattern. Like all of CZ's 457s, it has an 11mm dovetail milled into the top of its receiver for attaching scope ring mounts. Turkish walnut stocks and cold-hammer-forged barrels along with a two-position, push-to-fire safety make this a solid choice for the small-game hunter at a price that will not break the bank. A great feature of this rifle is that the action from any model of the 457 American (and there are many) can be swapped to fit another. The basic Scout model can

become a Varmint model, a Synthetic model, or a Premium model. The CZ-USA 457 American is now available in a left-hand model as well. MSRP \$569.00 www.cz-usa.com

AMMO

Remington Game Loads and Express Long Range Shotshells: Small-game hunters on a good day afield may do a lot of shooting. For this, they want a reliable shotgun shell for a wide range of uses at an economical price. Remington Game Loads are 2 3/4-inch lead shotshells



with a muzzle velocity of 1,290 feet per second. Remington Express Extra Long Range (XLR) loads will give the small-game hunter a little more range and knockdown power when needed with a muzzle velocity up to 1,300 fps. They're sold in boxes of 25 and available in 12, 20, 16 and .410 in shot sizes from #2 to #8. MSRP for the Game Loads is \$12.99, XLR loads are \$25.99. www.remington.com

Winchester Wildcat Super Speed .22 LR: Winchester's Wildcat Super Speed .22 Long

Rifle ammunition utilizes the versatile copper-plated Dynapoint hollow-point bullet with a higher velocity of 1,300 fps, which provides more energy on target and optimizes cycling in semi-automatic firearms. Wildcat Super Speed rimfire ammunition is an excellent choice for plinking, target practice, varmint and small-game hunting. Copper-plated bullets, clean-burning powder and primers all contribute to keeping .22-caliber firearms clean and functioning well. MSRP is \$15.49 for a box of 100. www.winchester.com



ALPS OUTDOORZ SPORTSMAN'S BELT

BOOTS

It is a given that small-game hunters, as with all hunters, need good footwear for different conditions: lightweight, non-insulated for warmer temperatures, waterproof and insulated boots for more harsh conditions.

Irish Setter VaprTrek Hunting Boots: Hunters need lightweight and non-insulated boots for milder

conditions and outstanding all-day comfort. The VaprTrek line now has an extensive number of models with different heights and levels of insulation. The great fit and go-all-day comfort that made VaprTrek boots so popular with hunters and hikers remains a top priority. A contoured last mirrors foot shape for excellent fit, while lace-to-toe eyelets help customize fit. MSRP



conditions and when a lot of walking is required. The Irish Setter VaprTrek line fills all of these requirements. The original Irish Setter VaprTrek 8-inch hunting boots are 40% lighter than traditional Irish Setter big-game hunting boots without sacrificing support or stability. They deliver better traction on rough terrain, with improved dura-

bility and outstanding all-day comfort. The VaprTrek line now has an extensive number of models with different heights and levels of insulation. The great fit and go-all-day comfort that made VaprTrek boots so popular with hunters and hikers remains a top priority. A contoured last mirrors foot shape for excellent fit, while lace-to-toe eyelets help customize fit. MSRP

Dryshod Legend MXT Boot:

Small-game hunters also require a boot to stand up to bad weather with rain, mud, ice and snow. Dryshod, makers of performance waterproof footwear for outdoor recreation and work, has upgraded its popular Legend MXT adventure boots. The new Legend MXT is a multi-tasking waterproof boot developed for maximum protection and traction in all conditions and seasons. The upgraded MXT cupped outsole is designed to deliver superior traction and support on challenging terrain. Aggressive, multi-di-

DRYSHOD LEGEND MXT, LEFT, AND IRISH SETTER VAPRTREK, RIGHT



rectional tread blocks provide a tenacious grip on soil, snow, and rocks while the cupped outsole offers added protection and support. A steel shank arch support enhances stability and reduces fatigue for hours of comfortable wear. Other convenience and comfort features include back-pull tabs, a large heel kick, and easy roll-down calf pipe construction. The Hydrokote coating on the Densoprene fabric sheds water to keep the upper from becoming soggy even in the wettest conditions. The Legend MXT is offered in black or moss high-profile models and black or moss mid-profile models. Dryshod has an extensive line of waterproof boots for the hunter and outdoorsman. MSRP is \$139.00 www.dryshodusa.com



OUTDOOR EDGE RAZORBONE

I need a sharp knife now, I reach for one from Outdoor Edge. The newest of the line is the RazorBone, a folding knife with replaceable blades in three different options: A 3.5-inch drop-point blade, a 5-inch boning/fillet blade and a new gut hook blade that allows you to process small game with the precision of a Mayo Clinic surgeon. When I say these blades are sharp, I mean sharp, as in have some Band-Aids handy. MSRP is \$59.95. www.outdooredge.com

Alps Outdoorz Sportsman's Belt:

Alps Outdoorz offers an ingenious option for carrying ammo, birds and anything else you need in the field. The Sportsman's Belt is constructed of traditional waxed cotton that not only looks great in the field but also is rugged enough to survive years of hard use. The system includes two large shell pockets, a generous game pouch, and a water bottle pouch. All compartments secure to a 2-inch-wide webbed waist belt that cinches with a heavy-duty brass SR buckle. The Sportsman's Belt system is modular in design, allowing the shooter or hunter to easily remove and position the pockets as needed thanks to integrated snap-button belt loop panels. The two shell pockets feature grab loops and a hold-open closure system so that the pockets can be easily opened and remain opened, if needed, for quick cartridge access. MSRP is \$69.99. www.alpsoutdoorz.com **HR**



ACCESSORIES

While small-game hunting may be considered a more simple game than deer, elk and bear hunting, there are still lots of accessories to aid the hunter in the field.

Outdoor Edge RazorBone Knife:

The ability to sharpen a knife to a razor edge may be a lost art. When



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What Waterfowlers Want

These are the decoys hunters are looking for this season.

BY JARROD SPILGER

When it comes to waterfowl decoys, there are certainly plenty of options to choose from. There are also plenty of gimmicks, and serious waterfowlers will spot those in a heartbeat and shy away from them. After all, they've probably already got some never-used gimmicks occupying permanent storage space in their garage or attic. They've learned the hard way what works and what doesn't. Retailers don't want to have the same problem of stocking unwanted decoys only to have them languish away, unsold, on their shelves taking up valuable space. The following decoys are those that hard-core duck and goose hunters will actually want to buy – and then actually use in their spreads.





Bigfoot

Full-body goose decoys are the most popular style of goose decoy, and Bigfoot sets the bar for full-body realism and ruggedness. Personally, I have more Bigfoots in my garage than any other type of decoy, and I use them the most, too.

At the heart of every Bigfoot full-body is the patented leg/foot assembly that provides a wide base, allowing the decoy to stand on its own without the need for stakes. Anyone who's ever tried (unsuccessfully) to jam a decoy stake into frozen ground will appreciate the value of Bigfoot's stand-alone system.

Full-body Canada goose options included the Standard four-pack with upright, sentry, active and resting poses, the Feeder four-pack with all feeders, and the Bull four-pack with two Big Bulls and two Little Bulls. All feature flocked heads.

Bigfoot also offers Canada Floater four-packs for hunting over water that include sentry, upright, resting and shortneck poses.

While goose decoys are the company's bread and butter, Bigfoot also offers oversized Field Mallard and Pintail four-packs that feature the same wide-foot base, as well as Mallard Floater six-packs that come with four drakes and two hens. www.bigfootdecoys.com

Avian-X

Legendary waterfowler Fred Zink of Avian-X says if small retailers have limited storage and shelf space, they

should stock Avian-X's Topflight Fusion Mallards. This six-pack includes three drakes and three hens, each with its own unique posture. Those six different poses separate the Fusion Mallards from other cookie-cutter decoys.

Zink's second choice would be the Top Flight Wood Duck six-pack, especially east of the Mississippi River where wood ducks are abundant. He says many people enjoy hunting wood ducks because they arrive early when the weather's still warm. Four drakes and two hens are included with three different poses.

Zink is a noted goose hunter, and for hunting Canada geese over water, his top pick is Avian-X's Topflight Honkers four-pack of floaters. For field hunting, he suggests the AXP Honkers Fusion Pack. Like the Fusion Mallards, each of the pack's six decoys has a different posture. www.avian-x.com

Greenhead Gear

According to the folks at Banded, anything in the Greenhead Gear XD decoy series would be a good choice to carry. XD stands for extraordinary detail, and each of these durable decoys feature top-notch, vibrant paints and realistic Durafeather definition that cuts glare and creates a soft, feathery appearance. Of course, what to specifically

BIGFOOT MALLARD FLOATERS AND BIG BULLS



stock depends largely on location. In Western states like California that see a lot of pintails, the GHG Pro-Grade XD Series Pintail Harvester

crafted by waterfowlers, and they still have a place in modern hunters' spreads. Unfortunately, silhouettes have a reputation for being flimsy, since many models are made of cardboard or corrugated plastic.

Thankfully, Banded's Greenhead Gear Pro-Grade Honker 3-D Silhouettes Harvester Pack provides the perfect silhouette solution. The terms 3-D and silhouette may seem contrary, but in the case of these hybrid decoys, the description is ac-

GHG PRO-GRADE XD SERIES PINTAIL HARVESTER 6-PACK



Six-Pack with four drakes and two hens would be a good bet, while in Southern states like Arkansas, the more general Pro-Grade XD Series Mallards Harvester 12-pack with eight drakes and four hens might be the better choice.

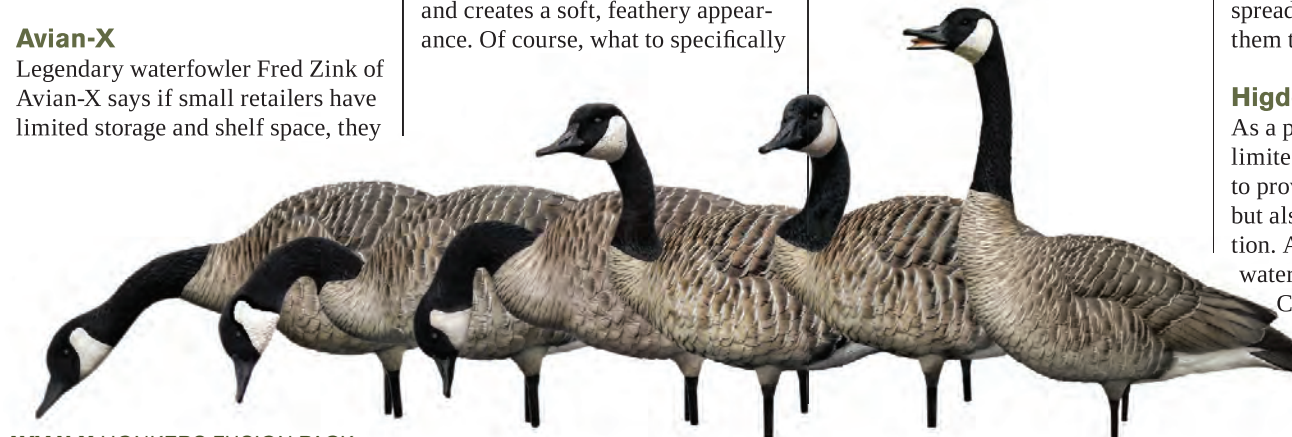
GHG also offers XD Series full-body and floater Canada goose decoys, as well as various other puddler, diver and sea duck options in its Pro-Grade decoy lines. Again, region determines what specific species to stock.

Silhouettes were one of the earliest and simplest forms of decoys

curate. While they are flatter than a full-body, they aren't completely flat like a traditional silhouette, resulting in decoys that have just enough depth to fool geese, yet are still easy to stack and stash for transport. Best of all, their rugged plastic construction makes them much more durable than other silhouettes. Each Harvester Pack includes six uprights and six feeders, all with flocked heads and stakes that allow some motion. When not in use, the stakes can be conveniently stored inside the decoy. If customers are looking for silhouettes to fill out their spread, these are the ones to steer them towards. www.banded.com

Higdon

As a proud partner with Ducks Unlimited, Higdon is not only devoted to providing high-quality decoys, but also to supporting conservation. A top pick for honkers over water would be the Alpha Magnum Canada Goose floater four-pack that comes with flocked heads and four different postures. For field hunting



AVIAN-X HONKERS FUSION PACK



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AMMUNITION		
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Centerfire		
Rimfire		
RELOADING		
Bullets		
Components		
Powder		
AFTERMARKET TRIGGER		
AFTERMARKET BARREL		
GUN SIGHT		
Riflescope		
Red Dot/Reflex Sight		
Night Vision/Thermal		
Laser Sight		
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Gun-Mounted Light		
Hand-Held Light		

	BRAND	MODEL
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RANGEFINDER		
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SHOTGUN CHOKE TUBE		
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SHOOTING BENCH		
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BOOTS		
APPAREL		
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FAVORITE DISTRIBUTOR _____		
FAVORITE TACTICAL RETAILER ARTICLE/DEPARTMENT _____		
FAVORITE TR WRITER _____		
DID WE MISS ANY IMPORTANT CATEGORIES THAT SHOULD APPEAR IN NEXT YEAR'S CHOICE AWARDS? _____		



HIGDON BATTLESHIP DIVER PACK

gadwall decoys, can make the decision easier and ensure clients have a wider selection.

Many of Higdon's floaters are available with optional foam filling for added durability, and they come in a variety of sizes ranging from standard and full size to magnum and battleship. www.higdondecoys.com

Canada geese, consider stocking the Magnum Half Shell six-pack, which comes in four different poses, including one sentry, one rester, two walkers and two feeders. These decoys also have flocked heads and are oversized for improved visibility to better grab the attention of passing geese.

Higdon also offers full body Canada field decoys and tail-up feeding floaters. Besides Canada geese, other species include white front (speckle belly), snow and blue goose, and even tundra swan decoys.

Higdon has an extensive lineup of duck decoys that include shovelers, pintails, gadwall, black ducks,



FLAMBEAU STORM FRONT 2

Storm Front 2 Classic Floater Mallard decoys are available in both 12- and six-packs. The 12-pack comes with three active drakes, three semi-resting drakes and six semi-resting hens, while the six-pack comes with two active drakes, one semi-resting drake and three semi-resting hens.

I actually have an earlier version of Flambeau's Classic Mallard floaters with three active drakes and three active hens that's very similar to the Storm Front 2 series. Not only were they extremely affordable, but they are also among the best looking decoys I own, and I use them frequently.

Storm Front 2 blue-winged teal, green-winged teal, pintail, wigeon and wood duck decoys are also available. Storm Front 2 Canada goose decoys are offered in full-body six-packs with six different poses, floater four-packs with four different poses, and stackable shells in four-packs with four poses and six-packs with two poses. www.flambeaoutdoors.com **HR**

wigeon, wood ducks, teal, and, of course, mallards, as well as various diver species such as ringnecks, goldeneye, bluebill, bufflehead, red-head and canvasback. There's also a six-pack of coot confidence decoys. Deciding what to stock will vary regionally, but Higdon's variety packs, like the all-drake Battleship Diver Pack that comes with two canvasbacks, two bluebills, one goldeneye and one bufflehead, or the hen and drake Battleship Puddle Pack, with pintail, wigeon and

Motion Decoys

Most duck hunters employ at least one motorized, spinning-wing decoy in their spread to provide some essential, lifelike movement. Leading the increasingly crowded pack of specialized spinners is MOJO, a consistent innovator in the motion decoy market. The folks at Mojo say they greatly enjoy working with small retailers but point out that a retailer's location will largely determine what they should stock since waterfowlers' needs vary from region to region.

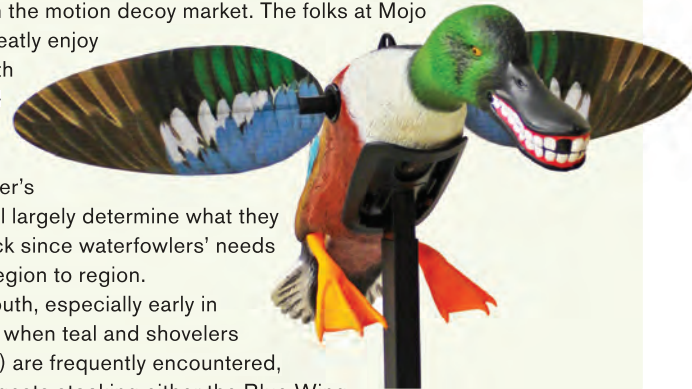
In the South, especially early in the season when teal and shovelers (spoonbills) are frequently encountered, MOJO suggests stocking either the Blue Wing Teal or Spoonzilla spinners. Also good are vibrating decoys that create ripples on the water, like Mojo's standard Rippler and Butt Up Rippler, which simulate swimming and feeding ducks respectively. In fact, Rippers work well anytime and anywhere some subtle movement in the spread is needed, especially on windless days.

When larger ducks arrive later in the season, southern hunters may want to switch to spinners like the King Mallard drake or Elite Series Mini Mallard drake and/or hen. (An optional remote kit is available for many Mojo spinners.)

Further north and east, and especially on the coast where water is too deep for a stake, Mojo suggests the Elite Series Mallard, Bluebill, or Redhead Floaters, depending on which species is being targeted. These spinning-wing decoys float at water level to simulate landing ducks, and can be extremely effective at fooling divers and even sea ducks.

www.mojooutdoors.com

Other good motion decoys worth considering are the Avian-X Powerflight spinning-wing mallard, available with remote, and the Higdon Pulsator. The latter mimics the tail-up rear-end of a feeding drake mallard and splashes water to create motion in the decoy spread. The folks at Higdon say the Pulsator is their number one selling item. Any of these three brands of motion decoys should appeal to waterfowlers all across the country.





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MATCH YOUR CUSTOMER WITH THE RIGHT RELEASE AID

There are different types of release aids for different types of archers and scenarios. Here are some tips for connecting your customer with the right one.

BY DARRON MCDUGAL

Let me begin here: A release aid is one of archery's most important accessories. Think about it. It serves as the vital connection point between the archer and the bow, and it plays an irreplaceable role in the complex shot-execution process. If you understand that, good, but I still suggest reading on for some solid input from noted experts, which I'll get to in just a few moments. Now, if you've been understating the importance of release aids when you sell them to your customers, this article will help you think differently and become a better steward of your customers in the release-sales category.





Hunting and archery shops that don't place enough importance on releases sort of generalize their customers. That is, when any given customer asks the "expert" behind the counter what to buy, all are directed to the same index-finger release. Just like suggesting that 3,500 calories is the ideal daily intake for every single human being on the planet, outfitting every customer with the same index-finger release can restrict some archers from achieving their accuracy potential. So, if you've been suggesting only one or two releases to everyone, please take the following paragraphs into consideration. Believe me, your customers will benefit greatly from your extra attention to detail.

To overview what's ahead, I've divided the information into index-finger and handheld categories so

↓ For the most part, target archers shoot handheld releases, although a handful of hunters are now using hinges and tension-activated releases for bowhunting to carry the surprise shot from their target game into the bowhunting woods.



you can easily digest it. The subject matter comes from pro shop owner, archery coach and three-time Wisconsin state archery champion Gary Hintz of Bucks & Bulls Archery, which is located in Stevens Point, Wisconsin. Hintz coaches kids as

young as 6 to shoot release aids — often hinge or tension-activated releases — properly using back tension. But, I won't stop with his input. I also discussed release aids with renowned tournament archer, bowhunter and shooting coach John

↑ Gary Hintz of Bucks & Bulls Archery in Stevens Point, Wisconsin, instructs dozens of young customers how to properly shoot any type of release using back tension. Many of his young students are shooting hinges or tension-activated releases.



Dudley of Nock On Archery. Let's review some points that the two shared with me.

Getting Started

While any release aid can work across all archery activities, some lend themselves toward better performance in specific contexts. So, before you approach a sales presentation, learn your prospective customer's primary use for a new release.

"When a customer comes in to buy a release, I first ask them what style of archery they plan to shoot," Hintz said. "I specifically want to know if they're shooting leagues, competing in tournaments, or bowhunting. Some release styles are better geared for bowhunting, while other styles complement the target archer. I also get to know their budget. Some index-finger releases are very affordable, while some hand-



helds can be pricey.”

Beyond application, it’s important to remember that a customer should generally shoot what he or she is comfortable with, so long as they can shoot it with the proper muscles mechanics and without target panic.

“The style of release an archer should shoot really comes down to the individual archer’s preference,” Dudley explained. “The key is to choose one that allows you to shoot an arrow without anticipating shot. This is the most important statement I can make: You must shoot without ‘making your shot happen.’ Arrows take time to leave the bow — they aren’t as fast as bullets — so anticipation and punching the trigger can result in poor impact.

“Another key is having a release that you can get comfortable with as your sight pin floats around on a target. You need to be able to trust that float while you are slowly pulling through the shot until the bow lets the arrow fly with a complete surprise.”

Index-Finger Releases

As I mentioned earlier, certain release styles lend themselves toward certain archery categories. For bowhunters, an index-finger release is the most common and accepted, but there are exceptions.

“For customers who strictly bowhunt, I most often match them with index-finger releases,” Hintz explained. “I sell dozens of TruFire index-finger releases. People really like the fold-back feature for hunting. We also sell some Cobra and Scott index-finger releases. We have options from low-end to high-end, so we can offer every customer something. I find that bow buyers tend to match their release (price-wise) to the bow they’re buying. For example, if someone buys a high-end bow, they usually buy a high-end release, too.

“Sure, some target archers start out with an index-finger release. Sooner or later, though, I try to talk them into some sort of a back-tension release. Again, it’s the bowhunters who primarily go with



↑ Having a lot of wrist-strap releases in stock is always a good move, but don’t point every customer to them. Some customers are better suited to a hinge or tension-activated release.

index-finger releases.”

Dudley shared his input on archery’s most common release style.

“Some folks really prefer a wrist strap because of habit, and because it’s the preferred kind of release for archery,” he explained. “What most people find with an index-finger release is the index finger itself has been trained over their entire life to poke things and flip switches. Also, forced shots with firearms require the shooter to pull or hit the trigger. With archery, however, this simply doesn’t work. Very quickly, it develops into ‘hitting’ the trigger as your pin floats near the spot you want to hit. Even worse, some folks freeze their pin underneath the target, then forcibly jerk the bow upward and hammer the release simultaneously. Fostering this bad cycle will increase your anxiety during the shot and hold you back from your potential.”

What Dudley is getting at is an index-finger release isn’t a good option for someone who is currently shooting one, has target panic and is punching the trigger. In this case,

↑ There are right and wrong ways to shoot every release manufactured today. Teach your customers the right way so they can achieve their full potential with their release.

switching them to a handheld of some sort can help them to relearn the shot-execution process and achieve the surprise release that Dudley says is critical. Of course, the release alone won’t cure them. You’ll have to teach them how to properly shoot whatever release they purchase.

Handhelds

Target panic is a real issue that afflicts untold numbers of archers. In fact, most archers deal with it at some point in their life. Even Dudley and champion archer Levi Morgan have admittedly experienced it during their long and successful careers. Hintz also had it so bad at one point in his life that he couldn’t even get his pin on the target.

“Target panic is something that so many people struggle with at one



point or another,” Hintz said. “Most often it’s with an index-finger release. They’re punching it by habit, and when they’re looking for a way out, they tend to gravitate toward a thumb-activated release. A thumb release can help, but there are right and wrong ways to shoot one.

“I spend some time explaining to my customers the technique of wrapping the thumb around the trigger and then using back-tension to build pressure on it and execute the shot. I spend this extra time with them because it can be easy to punch a thumb release, and that won’t help their target panic. Shot correctly, though, a thumb release can help them break the cycle.”

Dudley agrees that changing to a different release style is a positive

↓ Although you probably won’t sell as many handhelds as index-finger releases, having some in stock – especially if you have numerous target archers – offers your customers options.



↑ When a customer is struggling with target panic, point them toward a different release type than what they’re currently using. Often, that means switching from what they’ve always used – an index-finger release – to something completely different.

step to overcoming target panic.

“Tons of people shoot a wrist-strap release the wrong way or at least have bad habits with it,” he stated, “so learning a new hand position or with a different finger on the trigger allows you to erase old habits. Many archers have gravitated to handheld releases because they’re new, and relearning with one means adopting a better shot. The release style itself isn’t necessarily more accurate; different release types are all equally accurate if shot properly. With handheld releases of any style, archers often find that they’re retraining themselves to pull though the shot better with a perfect surprise.”

There are three basic types of releases in the handheld category:



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	BRAND	MODEL
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Bolt-Action Rifle		
Modern Sporting Rifle		
AR Pistol		
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Laser Sight		
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MOBILE GAME CAMERA		
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CAMO PATTERN		
APPAREL		
FAVORITE DISTRIBUTOR		

NEW PRODUCT (Introduced in 2022) _____

FAVORITE SSR ARTICLE/DEPARTMENT _____

FAVORITE SSR WRITER _____

DID WE MISS ANY IMPORTANT CATEGORIES THAT SHOULD APPEAR IN NEXT YEAR'S CHOICE AWARDS?

SUBMIT YOUR VOTES NOW ONLINE BY DECEMBER 31, 2022.

hinge, thumb-activated and tension-activated. Hinge and thumb-activated styles can easily be cheated or shot with incorrect mechanics. The tension-activated release really hammers home the concept of pulling through the shot using back tension.

“Most high-level archers, gold medalists and elite pros shoot handheld releases and use back tension as a method of pulling through the shot,” Dudley shared. “Years ago when training national teams, I determined that a release that fires simply by pulling slightly harder against the string while at full draw helps people understand the ‘surprise shot.’ Over the years, I worked with designers to make a release that fires simply from tension or resistance. We make two models: One is the Silverback handheld release, and we also have a wrist-strap option called the Back Strap.

“Additionally, Nock On Archery has other handheld release styles. One has thumb-trigger activation, which fires simply when the thumb adds pressure to the trigger. The other is the hinge-style release that has no trigger system, but simply fires when the release is rotated

that anchoring correctly differs from one release to another.

“If someone is trying a handheld release for the first time, the best advice I can offer is to do some homework on how to properly anchor with a handheld release versus with a wrist-strap release,” he said. “A great YouTube video resource I created that can really help break this down is ‘Mastering the Release Aid.’”

As Dudley mentioned previously, a tension-activated release can really help an archer learn the surprise-shot technique. Hintz agrees.

“I coach a lot of archers of all ages, but I especially mentor a lot of young archers,” Hintz said. “I usually start them out with a tension-activated release so they really develop the back-tension technique and the muscle memory that goes with it. As they become older, some graduate into a hinge release. When they do, I teach them how to shoot it correctly, because there are right and wrong ways to shoot a hinge. A lot of people don’t realize it, but you can definitely cheat a hinge release to fire. It’s important for anyone to learn the correct way to avoid developing bad habits.



“It’s detrimental to lump most customers together and suggest just one or two releases to virtually everyone.”

slightly, causing the hook that holds the string to flip open like a trap door. When shot properly, all Nock On Archery releases can give an archer the shot they’re looking for. Still, I believe that someone who knows they’re struggling with target panic or forcing the trigger to go off will be much better off learning the right way with a tension-activated release. You can find plenty of on-line videos on Nock On Archery’s YouTube channel to learn the surprise shot.”

Besides the way the different release types shoot, Dudley advises

“This is so important that I teach customers how to shoot a hinge at only about 5 yards until they’re acclimated. I don’t want them to miss the entire target if they accidentally misfire. The good thing about the Stan hinges I sell is they have a safety mechanism. As for hinge brands, most of my customers shoot a Stan because I do. For those who cannot afford a Stan, I offer some TruFire hinges that are about \$100 cheaper.

“Still, for someone switching to a different release due to target panic, I usually direct them toward a

tension-activated release. You can’t cheat it as easily as you can a thumb or hinge release. I teach my customers to fire it by pulling and rotating their shoulder blade associated with the release hand.”

Final Thoughts

It’s detrimental to lump most customers together and suggest just one or two releases to virtually everyone. You should learn your customers’ preferences, and if they’re struggling with target panic. In this case, putting them into a different style of release is smart. Some might lean toward a thumb-activated release, and while that style of release certainly feels different and fires by way of a different finger, it also can be slapped. You might save the customer some frustration and put them into a tension-activated

↑ Spending the extra time to teach your customers to shoot their release with the proper technique and muscle mechanics will help them excel.

release, which Dudley and Hintz agree is the ideal release aid for learning a true surprise release.

Nock On Archery has many resources you and your customers can dig into for sound release tips. Be sure to visit their YouTube channel to see how the three handheld releases function and the best way to use each one. (To get started, search for “What Nock On Release Is Right for Me.”) Between this article and these videos, you should have a better grip on how to match your customer with the right release aid and also teach them how to shoot it correctly. **HR**



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GEAR ROUNDUP

NEW COMPOUND BOWS

Meet the 2022 graduating class of new-age compound bows — with fantastic features that will make your bowhunting patrons weak in the knees.

BY DARRON MCDUGAL

Bowhunters who haven't set foot in an archery pro shop in recent years might be in for a shock. Those models that were the cat's meow 10 or even five years ago — the ones they so proudly carried home — are now relics by comparison to the new wave of feature-rich, technology-driven compound bows of today. Those archers who have failed to upgrade are missing out on a performance curve that has reached for the stars.

The Class of 2022 is a good example — a bevy of bows that push the envelope in terms of speed, accuracy, weight and noise reduction and a smooth shooting experience. Today's compound bows typically weigh in the neighborhood of 4 pounds and sport

super-short axle-to-axle spans — perfect for hunting from tight places such as treestands and ground blinds. They sport space-age cams and limbs that generate Incredible Hulk power and, coupled with today's equally fantastic high-tech arrows, push velocities to the outer limits — 340 fps and beyond. Top-shelf bow strings and cables, string silencers, grips and string suppressors round out the package.

And then there are the add-ons — those ancillary items that retailers such as yourself can cash in on. Peep sights, D-loops, stabilizers, wrist slings, bow sights, releases, oh my! It begins with the bow and ends with a cross-selling bonanza.

As the new class of bows arrives on the scene, retailers can count

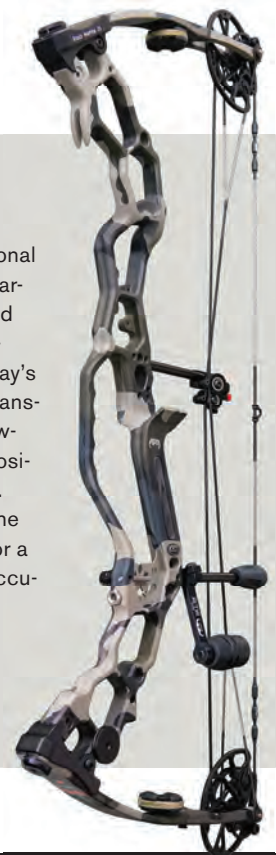
on foot traffic — similar to when the new lineup of pickup trucks hits the car dealer's showroom floor. Most of these patrons have already read all the hype, waded through the specs and compared the features. Many are there to kick the tires; others are ready to lay down their hard-earned cash to upgrade their bow shooting experience. Will you have the makes and models on hand that catch their eye? Here are a handful of compound bows that will elevate your customers' game and increase your bottom line.

APA BLACK MAMBA 31

APA Archery bows cannot be mistaken. Each one has distinct features with "APA" practically written all over it. And the Black Mamba 31 is certainly rich with sensational APA features and styling. Mainstays are Riser Fangs, the Tool Center, integrated Carrying Handle and comfortable Soft Touch Armour, to name several. The skeletonized riser features cutouts shaped like a black mamba snake's head; the riser design exudes strength while weighing a feathery 3.8 pounds — comparable in weight to today's top carbon-riser bows. Equipped with the Weight Distribution System and Mass Transfer Module, an accessorized Black Mamba 31 balances like a dream. Technical bowhunters will love features such as Micro Tune, Nock Point Alignment Zone, Hand Position Reference Groove, Variable Yoke Technology, Center Shot Indicator and more. If you want a durable bow in a beautifully balanced and lightweight platform, then the Black Mamba 31 is for you. There's even a camera mount on the front of the riser for a GoPro, and speeds up to 350 fps with a 6.75-inch brace height unite power and accuracy in a lights-out hunting machine.

MSRP: \$1,199 (starting at)

CONTACT: www.apaarchery.com



BEAR REFINE EKO

At 33 inches between the axles, Bear Archery's Refine EKO combines the best of both stability and maneuverability for a comfortable shooting experience. The new GRIZ-grip and VERSAGRIP come standard so you can choose which one feels best. Align Lok removes the guesswork when setting up a bowsight's second- and third-axis adjustments. Between the KillerWave limb dampeners and the improved Vibration Reduction System (VRS), the Refine EKO delivers one of the market's smoothest, most vibration-free shooting experiences. The Refine EKO is available in eight classy finishes and four let-off settings from 75-90 percent. Considerably less expensive than most high-end bows, the Refine EKO offers phenomenal value with loads of performance that delivers at the moment of truth.

MSRP: \$999.99

CONTACT: www.beararchery.com



BOWTECH SR350

Tuning Bowtech's SR350 is as simple as moving the Deadlock Cams left or right on the axles and then locking them down. The incredibly stable caged-riser design defies bowhunting wear and tear, and the dual-purpose Orbit Dampeners counterbalance accessories such as sights and rests while thwarting hand shock. Despite speeds up to 350 fps, the SR350 delivers a surprisingly smooth shooting experience. A bowstring cushion mutes vibrations, while Deadlock Cable Containment provides a friction-free draw cycle and reduces lateral cable torque, optimizing consistency. Rigid Deadlock Pockets contain the limbs with tight tolerances to maximize accuracy, and the Clutch Performance Grip comes in two variations to reduce torque and provide outstanding comfort for practically any archer. Rounding out the ensemble is Bowtech's tried-and-true Powershift Technology, which lets you choose between three different draw cycles based on preference and application.

MSRP: \$1,299

CONTACT: www.bowtecharchery.com



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ELITE ENVISION

Imagine a rock-stable target bow in a maneuverable hunting length of only 31 inches, and you have Elite's new EnVision. Thanks to its wider limbs and straight riser design, it truly aims like a target bow. Its 6.875-inch brace height enhances forgiveness, making it one of the most accurate bows of its build. While incredibly sleek in appearance, the EnVision is designed to tackle the demands of hardcore bowhunters, no matter the species pursued. The ASYM Tri-Track Cams improve the bowstring angle at full draw to maximize comfort at anchor. The cams also provide draw-length adjustments in quarter-inch increments, not to mention that they have let-off options from 70 to 90 percent with a handful of back-wall options for the most discriminating archers. Winner's Choice bowstring and cables feature tight tolerances and ensure proper peep rotation. Expect a dead-quiet shot, thanks to VibeX Blocks and all-new VRT (Vibration Reduction Technology). A stout 4.45-pound mass weight anchors in windy conditions, and a 334-fps speed rating delivers a punch. The EnVision is available in 15 finishes, and in the Mountain Series, it can be built with 75-pound limbs.

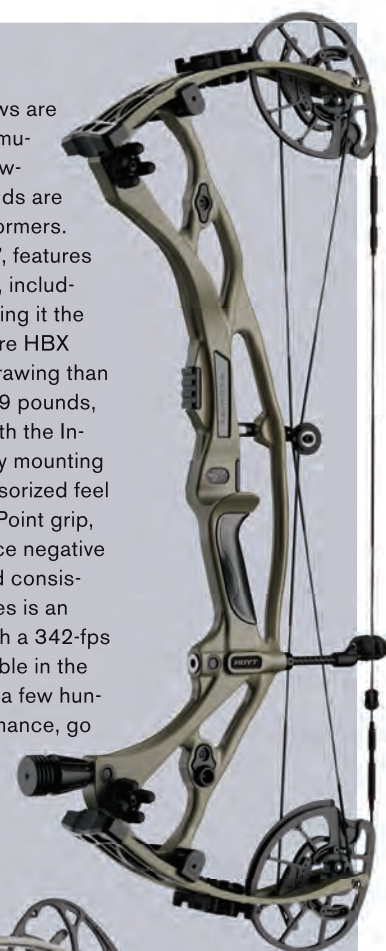
MSRP: \$1,199.99 (starting at)
CONTACT: www.elitearchery.com



HOYT CARBON RX-7

Year after year, Hoyt's carbon-riser bows are esteemed by some of the hunting community's most hardcore and dedicated bowhunters, and it's because the compounds are lightweight, balanced and flat-out performers. The newest rendition, the Carbon RX-7, features a new riser with notable improvements, including a 24 percent sound reduction, making it the quietest-shooting Hoyt yet. Also new are HBX Pro Cams, which are even smoother-drawing than the predecessor HBX Cams. At just 3.9 pounds, the Carbon RX-7 is lightweight, and with the In-Line System, unconventional accessory mounting styles and locations optimize its accessorized feel and balance. New this year is the VitalPoint grip, which flaunts a modified angle to reduce negative hand feedback, increasing comfort and consistency. The result of these clever features is an ultra-accurate 30-inch hunting bow with a 342-fps ATA velocity. A 34-inch option is available in the Carbon RX-7 Ultra. If you want to save a few hundred dollars without sacrificing performance, go for one of the new Ventum Pro series of aluminum bows.

MSRP: \$1,849 (starting at)
CONTACT: www.hoyt.com



MATHEWS V3X 29

A leading innovator in the compound bow space since its 1992 inception, Mathews unveils its best hunting bows yet, the new 29-inch V3X 29 and 33-inch V3X 33. On the technology forefront is new Bridge-Lock Sight Technology. Compatible dovetail sights slide directly into the riser, which eliminates the sight's external mounting bracket and positions the sight near the lateral balance point. When paired with the Mathews UltraRest Integrate, the Mathews LowPro quiver – available in fixed or detachable models – mounts ultra-close to the riser. The result is truly the most impeccable balance and effortless aiming I've ever felt in an accessorized hunting bow. The smooth-drawing CrossCentric Cams were modified to give hardcore backcountry hunters the convenience of replacing the string and/or cables anywhere with the included orange servicing cable – no bow press needed. The Nano 740 Damper provides out-front stability and stops vibrations, while the Centerguard Cable Containment System maximizes fletching clearance. Mainstay Switchweight Technology allows draw-length and draw-weight adjustments to be made via interchangeable modules. This boosts the CrossCentric Cam's efficiency and accuracy potential. The V3X 29 aims like a target bow and has a 340-fps rating with a 6-inch brace height.

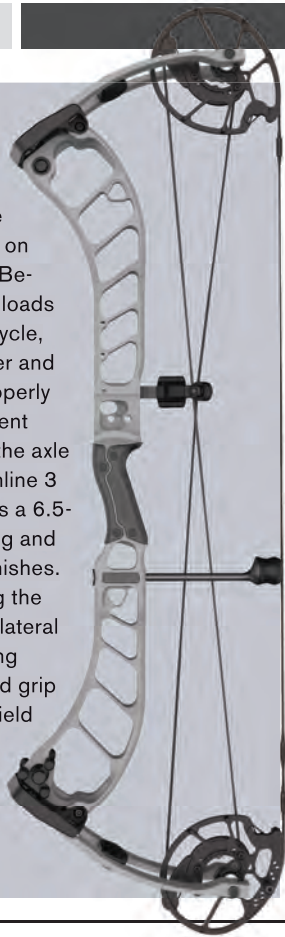
MSRP: \$1,199
CONTACT: www.mathewsinc.com



PRIME INLINE 3

Prime achieved cam alignment on past models with the proven two-track Parallel Cam. To simplify the design and decrease weight, Prime unveils the new streamlined Inline Cam System on its Inline Series, including the 33-inch Inline 3. Because the bowstring and cables carry different loads and serve different purposes during the draw cycle, it's common for the two to fight with one another and inflict cam lean, but the new Inline Cam has properly appointed tracks and string-and-cable attachment pegs to align the cable load over the center of the axle at full draw for a perfectly balanced cam. The Inline 3 is one of three models in the Inline Series. It has a 6.5-inch brace height, achieves a 337-fps IBO rating and is available in 18 different hunting and target finishes. The flexible cable guard manages torque during the draw cycle, and a swerve in the riser optimizes lateral weight distribution. Limb dampeners and a string cushion deaden vibrations. The Inline's centered grip makes aiming nearly effortless. In the Prime Shield Program, you get free strings for life when you register your Inline bow.

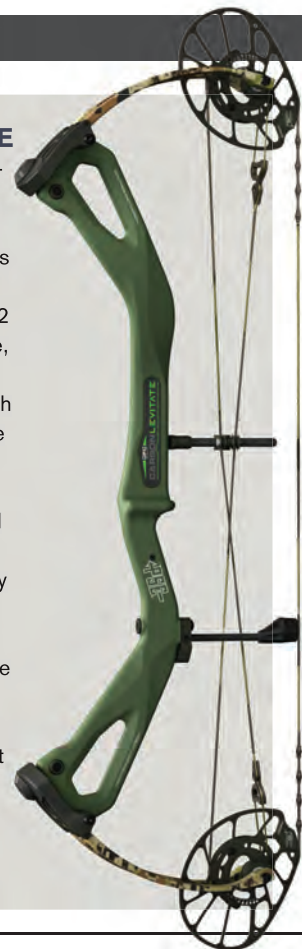
MSRP: \$1,199 (starting at)
CONTACT: www.g5prime.com



PSE NOCK ON CARBON LEVITATE

The USA-made Carbon Levitate is the product of a collaboration between PSE engineers and Nock On Archery's John Dudley. Powered by the E2 Cam, the Levitate boasts a 348-fps ATA velocity. Despite its all-out power, the more interesting aspect of the E2 Cam is that it features a wider, stabler base, which improves cam tracking and also defies cam lean. It also features larger 3/8-inch bearings, which are four times more durable than most bearings in competing cam systems. Let's not forget that PSE also has designed the E2 Cam for maximum speed and optimized let-off at every draw-length setting. The Levitate's Premier Dead Frequency Carbon riser is lighter, stronger and delivers the smoothest shot in PSE history. The limbs and pockets are also wider to enhance strength and stability. All of this amounts to PSE's most purpose-built bowhunting bow yet. The Carbon Levitate is available in eight finishes.

MSRP: \$1,899
CONTACT: www.psearchery.com HR



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Accurizing Your Online Business Listing

If potential customers are doing a web search for your business and not getting accurate information, you're losing sales. Here's how to fix it.

BY KLINT RUDOLPH

Every day we encounter the possibility of experiencing a domino effect in our lives. Something new was released, something broke that needs to be fixed, or a question we have needs an answer. As a result, we often turn to one of the many devices at our disposal and search for a solution. What if, though, in that moment we search for a local business to solve our problem, we discover the information it provides is incorrect? We lose faith in where we are searching, the company we were searching for, or both.

According to a recent survey, over 75% of people lose trust in a business when they discover incorrect information, and 71% lose trust in the brand if they get lost calling, driving or walking to that business. Regardless of whether it is the fault of the brand's or the directory that posted it, the importance of listing accuracy should be obvious.

What Is an Online Business Listing?

Whether a consumer is hungry, needs a new 'do,' or is looking for local handgun training courses, an accurate business listing is the best

way to ensure that they'll find what they need.

That online business listing is a public profile for your business that contains vital information such as your company name, address, phone number, website, hours of operation, reviews, images and more. It acts as the virtual doorway to your business, which can and should be found across hundreds of web directory sites. Some directories are industry or vertical-specific, but many, like Google My Business, Yelp, Internet Yellow Pages and others are generic for all types of businesses.

What to Include

When the phrase "local business" is used, we're talking about consumers searching for businesses in their area. However, "local business" does not refer solely to small and medium-sized businesses but can include multi-location or national companies that have a presence in area markets.

The information included in an online business listing can vary across industries and directories, but there is a critical component that holds true across them all: NAP data.

NAP — name, address, phone number — data is considered to be the most crucial data of all your business listings. Having correct NAP data ensures that not only will consumers find your business online, but they also will have accurate, up-to-date information on how to contact you. But NAP data is also important for search engines like Google in displaying your business in geo-targeted searches. If someone is searching for "best shooting ranges" in the Boston area, the local Boston shooting ranges with correct NAP data may appear over those that have inconsistencies.



Search

Expand Your Listing Strategy to NAPWCHD

It's becoming more and more apparent that a complete and accurate listing needs more than just NAP presence. That brings us to NAPWCHD — name, address, phone number, website, category, hours of operation and description. Depending on your business vertical, there may also be other information important for you to include in your online business listings, such as:

- Payment methods
- Services
- Brands
- Holiday hours
- Photos and videos
- Reviews
- Social profiles
- Virtual tours of your facility

The more information you include across all listing sources and directories, the easier it will be for consumers to find your business and purchase your products and/or services.

How to Manage Your Business Listings

When it comes to managing your online business listings, it's important to do two things:

Ensure you're listed on all the

top listing sites, both general sites and vertical-specific, and ensure the information is accurate across all online listings sites. The top listings sites are places like Google, Bing, Yelp, Yahoo, Facebook and online Yellow Pages directories. Some examples that are specific to the firearms industry that you should be listed in are:

www.wheretoshoot.org
www.LetsGoShooting.org
www.nssf.org
www.usacarry.com
www.youcancarry.com
rangelistings.com

This can be managed manually, but you may find it necessary to use an automated solution when you manage many listings. Rather than

checking each listing site one by one, it's best to make use of a robust platform to which you can upload your company profile and have it sync instantly across the major listing sources.

There are many listings management tools you can take advantage of to easily manage your business's online presence from one place — some options are Yext, BrightLocal or MozLocal — but how do you decide which solution to use? Because you're entrusting your data and online reputation to a third party, it's essential to vet your options carefully. It's important to note that many of these software solutions are helping you, but there's still a lot of manual labor involved.

ch...



Listings for Local SEO

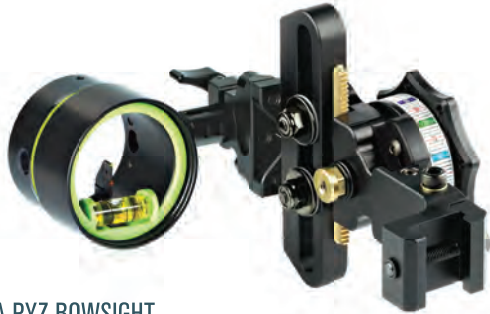
Consistent NAPWCHD data greatly impacts local searching, as its data points are essential for search engines to validate a listing as a credible local business. The more accurate and consistent data there is for your business across the web, the more search engines will trust the validity of your business. And the more the search engines trust your business, the higher you will rank in local SERPs (search engine results page).

According to Moz in its 2018 Local Search Ranking Factors survey, 50% of the most important elements in local pack ranking factors are controlled by your listings; Google My Business is 25%, citations are 10% and reviews are 15%. This is why managing your business listings is so important to any business, but particularly when you are talking about those in the firearms retail and range business, where we are already limited to where and how we can advertise online. **HR**



BY GORDY KRAHN

HUNTING RETAILER NEW PRODUCTS



HHA TETRA RYZ BOWSIGHT

HHA Sports has blended the company's single-pin bowsight technology with the versatility of a multi-pin bowsight in its new Tetra RYZ, which has two pins contained within a single-pin structure. The top pin is green, and the bottom pin comes in a choice of red or yellow. Users simply sight-in the top pin at 20 and 60 yards, and the bottom pin is automatically calibrated. Both .010- or .019-inch diameter pins are available, housed in a 1.625-inch scope with a built-in level bubble. With a silky 2.1 inches of travel, the Tetra RYZ features the longest sight tapes HHA has ever offered for unmatched downrange accuracy and the ability to quickly adjust on the fly without needing to let down. MSRP: \$319.99-\$339.99 www.hhasports.com

SPYPOINT FLEX TRAIL CAMERA

Receiving high-quality 33 MP photos and 1080p video is easy with the Flex cellular trail camera from SpyPoint, which connects to any cellular network in the area thanks to dual-sim configuration and an optimized antenna. Recorded videos can be transmitted to the SpyPoint app and will appear in the gallery as an animated preview, which can be replaced with a full-length HD version. The dual-sim configuration of the Flex includes two preinstalled and preactivated SIM cards. This allows the camera to automatically connect to the best cellular network available. Setup is easier than ever thanks to the camera's improved user interface. With the push of a button users can format the microSD card right in the camera. MSRP: \$169.99 www.spypoint.com



CZ 457 VARMINT PRECISION CHASSIS MTR RIFLE

On the heels of CZ's introduction of the 457 Varmint Precision Trainer MTR comes the 457 Varmint Precision Chassis MTR in .22 LR, packed with features that make it a serious competition gun, but with a price tag nowhere near that of a custom rimfire rifle. This MTR variant allows rimfire competition shooters to buy an affordable, match-chambered rifle that's ready to win competitions right out of the box. The 457 VPC MTR is equipped with a threaded 16-inch cold-hammer-forged and lapped barrel. It rides in an incredibly stable aluminum chassis system that is equipped with an adjustable Luth-AR stock, and the rifle features a fully adjustable trigger, five-round detachable box magazine and integrated 11mm dovetails for scope installation. MSRP: \$1,225 www.cz-usa.com

LOWDOWN TRAIL CAM VIEWER

The Lowdown high-speed trail cam viewer is a dedicated viewer/photo manager made for one thing and one thing only – fast, uncomplicated viewing of trail cam images and videos. Its SnapShot feature allows users to save a video freeze frame and turn it into a snapshot that can be saved as a picture and easily enlarged for close-up viewing, and Easy Scroll lets the user move from the start of the SD card to the end with the touch of a finger, even when viewing thousands of pictures. The Lowdown uses full-size SD cards – up to 128 GB – and has a built-in navigation help system. It comes with a protective leather case that doubles as a stand. MSRP: \$349.99 www.lowdown-viewer.com



SHADOW HUNTER MARKSMAN 6X6 OCTAGON BLIND

An excellent choice for rifle hunters and bowhunters, the Shadow Hunter Marksman 6x6 Octagon hunting blind has multi-person capacity with plenty of space to maneuver a rifle or draw a bow. Three X-Large 34-inch windows with shooting rests accommodate rifles and crossbows, while four octagon corner windows are perfect for vertical bows. Shelves, a coat hook and a weapon holder allow for safely storing gear, and a locking door handle is included for added security. Marksman series blinds feature composite panel construction for weather protection as well as sound- and scent-blocking stealth. A ShadowTech multi-layer wall system provides insulation, and the ShadowMesh floor keeps critters out. Easy-adjust ShadowView windows offer silent operation and blackout shields provide an extra layer of protection. MSRP: \$3,199.99 www.shadowhunterblinds.com





FEDERAL PREMIUM HEVI-BISMUTH SHOTSHELLS

Never compromise performance. Federal Premium HEVI-Bismuth slams both upland game birds and waterfowl with the devastating power of 9.6 g/cc density pellets. Sourced from its partners at HEVI-Shot, an industry leader in pellet technology, HEVI-Bismuth shot is 22 percent denser than steel, delivering more lethal energy downrange and higher pellet counts than comparably performing steel. Launched by the rear deploying Flitecontrol Flex wad, bismuth pellets pattern consistently, and their metallic properties make them safe in both modern and classic shotguns. Pellets are alloyed and cast in the USA. MSRP: \$66.99-\$76.99 www.federalpremium.com

PECOS ALL-PURPOSE TABLE

Designed to handle everything from tailgating trips to buck butchering, the Pecos Table stands 34 inches high – the perfect countertop height for cooking, cutting or camping in the wild. It features durable aircraft-grade aluminum legs that extend 1.5 inches with orbital feet for a steady surface in any terrain. At 20 x 30 inches, the Pecos Table's easy-to-clean, non-slip, FDA-approved cutting surface provides plenty of room for any job, and optional clip-on attachments allow for customization. This 25-pound table can stand its ground in 60 mph winds and boasts a 3,500-pound weight capacity. With a patented leg storage system and built-in handle, it assembles and folds up in seconds. MSRP: \$689 www.pecosoutdoor.com



MAUSER M18 SAVANNA BOLT-ACTION RIFLE

Blaser Group's newest M18 bolt-action rifle features a Savanna tan stock with grip inserts and a threaded barrel for the addition of a suppressor or muzzle brake. It has a cold-hammer-forged German-steel barrel, three-position safety and adjustable trigger that allows users to set the pull weight from 2.25 to 4.25 pounds. The 60-degree oversized bolt with three locking lugs and two extractor pins allows for quick and smooth cycling of cartridges from the standard five-round magazine. The Mauser M18 Savanna is available with a 1/2 x 28 threaded barrel in .223 Rem., .243 Win., .270 Win., 6.5 Creedmoor, 6.5 PRC and 7mm Rem. Mag. chamberings and a 9/16 x 24 threaded barrel in .30-06, .300 Win. Mag. and .308 Win. MSRP: \$849.99 www.mauser.com



MAVEN RF.1 RANGEFINDER

The RF.1 rangefinder from Maven has an innovative feature that allows users to select a range mode that helps them ignore obstructions and pinpoint a single object based on the surroundings. Users can switch to Field mode when they want to acquire small, hard to hit targets and ignore larger objects in the background. Alternatively, by switching to Forest mode they can range objects behind trees, bushes, etc., or use when rainy or snowy conditions persist. The RF.1 features 7X zoom magnification and a 25mm lens, a ranging distance from 5 to 4,500 yards, line of sight or angle compensated readings and acquisition times as fast as .25 seconds. It includes a wrist strap, CR2 battery and double-layered microfiber storage bag. MSRP: \$450 www.mavenbuilt.com

ELITE IRON ASSET SUPPRESSOR

Elite Iron's modular-design Asset suppressor is available in .30- and .375-caliber models – with titanium, aluminum and 4140 heat treated steel for rugged, lightweight construction. Interchangeable direct thread mounts allow for modularity from .223 Rem. to .300 Win. Mag. for the Asset .30-caliber and .300 Norma to .375 CT for the .375-caliber version. The Asset improves long-range accuracy by controlling gas flow and comes with four different configurations. The first stage can be used with the castle nut when a compact size is desired. For maximum suppression and flight control using both stages with the muzzle brake is optimal. Included with purchase is the first and second stages of suppressor, castle nut, muzzle brake and two tools for disassembly. MSRP: \$1,495/.30-caliber; \$1,795/.375-caliber www.eliteiron.com



NEBO MYCRO HEADLAMP & CAP LIGHT

Nebo's new Mycro Headlamp & Cap Light can be worn using an adjustable head strap or clipped to a ball cap. It's small enough to fit in the palm of a hand but features an impressive Turbo mode that produces 30 seconds of light at 400 lumens for up to 80 meters. The Mycro has six LED-powered light modes ranging from 400 lumens to 15 lumens in white light, plus 10-lumen green and red modes with a battery range of up to five hours, depending on the setting. The Mycro is powered by an internal battery, is USB rechargeable in about 2 hours and is water and impact resistant, all while weighing just a quarter of a pound. MSRP: \$24.99 www.nebo.acgbrands.com



Antlerless Hunts

The old saying 'You can't eat the horns' is true, and your customers are wising up to the great value of antlerless tags.

BY BOB ROBB

For most of my life, the focus of big-game hunting was the pursuit of alpha males — the oldest bucks, bulls and rams with the largest horns and antlers. That's something that has been encouraged and celebrated for decades by the sporting press, as well as some conservation groups like Safari Club International, among others. Many call it "trophy hunting," a term I've never embraced and that, in recent years, has falsely been given negative connotations, since there's nothing immoral about it and it's illegal to waste game meat.

In recent years, though, I've become more of a meat hunter, realizing that it is more about the total experience and putting protein in my freezer. It's also something that many retailers are realizing can be good for their business, for many reasons.

For one thing, with soaring gas prices making travel uber expensive and the "supply chain crisis" and other political events over which Joe Lunchbucket has no control making food costs shoot through the roof, higher success rates and putting meat in the freezer make antlerless tags a smart option for many folks. And even if one draws a bull or buck tag, if you can pick up a relatively inexpensive antlerless tag on the side, why not? It can act as "meat insurance," and even if you fill your "trophy" tag, you can add extra meat to the cooler.

Then there's the new generation of hunters for whom, according to multiple surveys, obtaining the finest free-range, organic protein on the planet is more important to them than "trophy" hunting. For them, antlerless tags make a lot of sense. Antlerless hunt success rates

are generally much higher than hunts for alpha males, and tags are more plentiful, easier to obtain, and much less expensive — especially for nonresidents — yet the experience of the hunt and the knowledge gained by being afield remain just as high as when hunting bulls or bucks. Encouraging newbie hunters to begin their hunting careers with hunts for antlerless animals is a great way to help them be successful, and a successful new hunter is more likely to be a repeat hunter (and customer) than someone who spends days and days afield with nothing tangible to show for their efforts. Also, antlerless seasons often run much longer than buck or bull seasons, giving the hunter more time in which to gain experience and find success.

For decades, harvesting antlerless animals had a stigma attached. This was especially true for whitetail hunters who live east of the Mississippi. Evolving science and deer management practices have shown that a scientifically-based antlerless harvest helps keep deer numbers within habitat carrying capacity and maintain a healthy buck-to-doe ratio.

The affordable cost of an antlerless tag cannot be overstated, especially for nonresidents heading out West, where bull and buck tags are issued primarily through the draw system and, in many cases, cost a ridiculous amount of money. For example, in Wyoming, a nonresi-

dent pronghorn tag costs \$326, but a doe/fawn tag just \$34; a nonresident bull elk tag costs \$698, while a cow/calf tag costs \$288. And get this. Want to hunt bighorn sheep, almost an impossibility for nonresidents given the miniscule odds of drawing a ram tag, which would cost you \$2,320 if you did draw? A much easier-to-obtain ewe/lamb tag costs just \$240 — and you'll have the same experience hunting as if you had drawn the ram tag. At these prices, it's possible to take an affordable out-of-state trip to hunt new country, bring home meat and gain valuable experience. And an antlerless tag also allows you to hunt the same unit in which you might be trying to draw that low-odds buck or bull tag, allowing you to scout the area at the same time, which will make it much easier to be successful when you do draw.

Here's another bonus for nonresidents applying for these tags: You often have better odds of drawing an antlerless tag for many "glamour" species than residents do. That's because nonresidents often have a separate, much smaller pool of tags to draw from, but the percentage of nonresidents applying for bull, ram or mountain goat billy tags is often much, much higher than the number applying for antlerless or ewe/lamb tags. Take it from someone who has been accruing bonus and preference points for these species in multiple states without drawing for more than 20 years — if you really want

to hunt one of these species, this is how to make it happen.

I became seriously hooked on hunting back in the 1970s after my first hunt in eastern Montana for deer and pronghorn as a 20-something nonresident with Cadillac dreams and a Volkswagen budget. Back then I could purchase multiple inexpensive doe/fawn tags for pronghorn and whitetails — and I did, shooting several animals in a week, having a blast while gaining invaluable hunting experience and filling my freezer at the same time. Decades later, as an Alaska resident trying to draw a bison tag, I finally did — not for a trophy bull, but a young bull, a tag much easier to draw that still took 14 years. The hunt was fabulous and the meat delicious. And every time I head out of state on a deer or pronghorn hunt now, I check to see if there are antlerless tags available. If there are, I snag one.

In the "old days," my hunting buddies would often joke about my filling an antlerless tag. "It's only a doe," they'd sneer. But at the end of the week, I'd often have the pleasure of reminding them just how much tastier my doe was than their tag soup.

How about you? Do your customers actively hunt antlerless animals? Do you encourage them to do so? What's your take? Drop me a note at editor@grandviewoutdoors.com. I'd love to hear your thoughts. **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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