

## NEW PRODUCT REPORTS

Find out what SHOT Show 2004 has in store for accessories (p. 14), air guns (p. 22), handguns (p. 26), rifles (p. 30) and shotguns (p. 34)

THURSDAY, FEBRUARY 12, 2004

# SHOT DAILY

The Daily News of the 2004 Las Vegas SHOT Show Brought to you by Time4 Outdoors and the NSSF

SHOT BUSINESS

## SHOT Show XXVI Underway

### NEWS

#### FEDERAL'S NEW LOADS

Federal announces the introduction of 76 new Premium loads for deer and big game. There are loads for every taste and budget. SEE PAGE 4



#### SHOT SHOW UNIVERSITY

SHOT Show University is designed to hone your business skills so you can succeed in today's competitive retail environment. SEE PAGE 4

### FEATURES

#### POWER SESSION

NSSF leadership symposium explains the power of the sportsman's vote. Learn why "pulling the lever" matters. SEE PAGE 42

#### AD CAMPAIGN AIMS FOR THE X GENERATION

New program of television commercials and print advertising developed by the NSSF targets young shooters and hunters. SEE PAGE 50



### DINING GUIDE

#### WHAT'S FOR DINNER?

SHOT Daily's Dining Guide provides you with a categorized directory of the many restaurant options available to you in Las Vegas. SEE PAGE 12

Spring-boarding off a record-breaking silver anniversary event in 2003, the 26th annual SHOT Show began today by smashing the all-time mark for exhibition space.

"By mid-January, all 527,000 square feet of available exhibition space had been sold out," reported Jeanette Mannuzza, the NSSF's SHOT Show director of operations.

That tops the previous record of 511,600 square feet sold in Orlando last year. The 2004 figure should elevate the SHOT Show to beyond the 35th-in-size ranking among all trade expositions in the country and sharply contrasts with the 52,153 square feet sold at the first SHOT Show in St. Louis in 1979.

Opening day concludes with the traditional State of the Industry reception at the Barron Ballroom in the Las Vegas Hilton. A cocktail reception sponsored by Ducks

Unlimited and a dinner provided by Time4 Outdoors, publishers of *Field & Stream*, *Outdoor Life* and *SHOT Business* magazines, precede significant presentations.

NSSF president Doug Painter will present a multimedia state of the industry program. He will be followed by the announcement of the 2003 winners of the SHOT Business Awards by Slaton White, the magazine's editor. Painter will return to the stage to present the NSSF Achievement Award.

Then, Dwight Yoakam will take center stage with his unique brand of performing.

"No man has done country better or more consistently," claimed *Rolling Stone* magazine.

Yoakam's foot-stomping, hand-clapping music comes across best at his live performances, although he has sold more than 23 million records worldwide. —Glenn Sapir



## President Bush Entertains Sportsmen's Groups

President George W. Bush invited 20 leaders of sportsmen's and other groups to address top conservation concerns. The gathering late last year at the White House provided an opportunity for the President to comment



on those issues. The meeting followed a late November gathering of conservation leaders with Secretary of the Interior Gale Norton to identify the chief concerns of hunters and other conservationists.

The President, at his December meeting, concentrated his attention on wetlands and energy development. He acknowledged the importance of wetlands to wildlife and promised to work with sportsmen's groups in the development of any new regulations affecting wetlands.

"During the meeting, the President reaffirmed his strong support of our hunting traditions and the contributions America's sportsmen and sportswomen are making to conservation," said Doug Painter, president of the NSSF. "What a difference that is making in helping to build a bright future for our community." —G.S.

## Centennial Presentation Bowie Knife

The Centennial Presentation Bowie Knife, a tribute to Imperial Schrade's 100 years of manufacturing excellence, will be auctioned off at the SHOT Show. Bids may be placed at the NSSF office. The handcrafted 11-inch knife features a genuine sambar "burnt" stag handle with a mirror-finished, solid-brass butt and guard assembly. The mirror-polished blued-finish blade is engraved with the Schrade 100th Anniversary logo. Ten inlaid diamonds, each representing a decade of Schrade history, set off the engraving on the blade, which also features gold, copper and silver embellishment. The knife is displayed in a lock-

FREE HAT!  
PRIMOS  
HUNTING CALLS  
SPEAK THE LANGUAGE



BOOTH # 5649 for a free hat!

BY MARILYN STONE

# Air Guns 2004

*What's new in today's adult air-gun market*

**M**any of us grew up shooting air guns as kids before we graduated to "real" guns. The air gun is a product whose time has come. It ducks most of the barriers plaguing traditional shooting ranges in our increasingly urban society. Plus, the 30 to 40 percent margin available to retailers on most air guns means you can punch holes in another business barrier—profit.

Today's adult air guns are more accurate, faster and look more like a modern rifle than ever. Shooters are using them for small-game hunting, competition and just for fun on pennies per day. Here's a look at what's new:

## AIRFORCE AIRGUNS

AirForce's new Condor air rifle in .22 caliber blows by the 1,000 fps performance level of most air guns to achieve a reported 1,250 fps. Designed not just for speed, but accuracy as well, it has a

premium Lothar Walther barrel and an extended scope rail for easy mounting of the largest air-gun scopes or other sighting devices. SRP: \$549. Booth #1509. (877-247-4867; [www.airforceairguns.com](http://www.airforceairguns.com))

## BEEMAN

Beeman's focus this year will be on creating more consumer-friendly packaging to deliver a more effective and efficient sales tool for the retailer, says Tom Chandler, head of sales and marketing for Beeman. While the current four-color boxes

allow space for safety information, instructions and product description, Beeman is banking that a transparent clam pack that lets consumers see the product will grab them in mid-stride and stimulate sales. The new packaging concepts will cover accessories as well with an eye toward easier merchandising and product recognition. Booth #3687. (714-890-4800; [www.beeman.com](http://www.beeman.com))

## CROSMAN CORPORATION

Consumers are demanding more speed, which break barrels are known for delivering. Crosman is responding to the speed demands with three new models of American-made break-barrel air rifles in the Benjamin Legacy 1000 series. The new Benjamin

## AIRFORCE

Condor and Talon models feature Lothar Walther premium match barrels. Three integrated accessory rails accept scopes, lights, lasers, bipods and other accessories.

