

2019 NSSF[®]

RANGE-RETAILER BUSINESS EXPO[™]



THE FIREARMS INDUSTRY TRADE ASSOCIATION | NSSF.ORG |



WELCOME!

Welcome to NSSF's first Range-Retail Business Expo!

We're excited to have you take part in this unique event designed specifically to help improve business for FFL retailers and shooting range operators.

The Expo has nearly 100 vendors demonstrating the latest in technology, products and services for ranges and retailers. This, combined with our jam-packed seminar agenda covering the latest intel on key topics, will provide you with ideas on how to take your business to the next level.

Your participation over the next three days in all aspects of the Expo is encouraged and welcomed. The more we work together by sharing ideas, successes and failures, the stronger we will be moving forward.

We're glad you're here. Please let us know if there is anything that the NSSF team can do to help make your event experience the best it can be.

Zach Snow
NSSF Director, Retail & Range
Business Development
zsnow@nssf.org



FIRST SHOTS®

AN INTRODUCTION TO SHOOTING



OPEN THE DOOR TO NEW SHOOTERS AND GREATER REVENUE FOR YOUR RANGE.



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Put the combined support of the firearms industry and the outreach power of the National Shooting Sports Foundation® to work for you. It's simple, easy, and — when studies show 92% of new shooters return for more — it's a powerful way to deliver a steady stream of new customers to your range.

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An introduction to shooting



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PRESENTING



EDUCATION



SUPPORTING



AURORA HALL 2

FLOOR MAP





AGENDA

MONDAY, AUGUST 19TH

RANGE-RETAILER DEVELOPMENT/STARTUP SESSIONS LOCATION 1: WILLOW LAKE 4-5

7:00am - 5:00pm **Registration**, Aurora Registration Desk 2



7:15am - 8:00am **Breakfast**

8:00am - 8:30am

INTERESTS AND ASPIRATIONS

In this session we will discuss one of the most overlooked aspects of developing a business. All too often the concept of what your business should be or look like often doesn't align with what will make you truly happy with your business. Every business owner's definition of how their business will make them happy is different, to truly succeed, must align squarely with the business's ability to achieve that goal. By the end of this section you will have a much better sense of how well your business model and your personal happiness align.



Hank Yacek, Point of Impact Firearms Range & Retail Consulting

8:30am - 9:00am

SIZING YOUR RANGE APPROPRIATELY TO MAKE MONEY

Determining the appropriate size for your new range can be challenging but following a few guidelines can keep you on the right path to profitability. This talk will answer questions such as how many lanes do I need, how large should the retail area be, what are the typical build-out costs, is bigger always better, and can I actually afford this. Oversizing your facility is a common problem which leads to funding challenges and long return-on-investments. Get the advice you need to avoid some common mistakes and get your range running profitably!



Bryan Stear, Shoot Indoors

9:00am - 9:45am

THE PROCESS OF ESTABLISHING A SHOOTING RANGE FACILITY

From concept to cash register, this session will provide you a clear outline of the major steps and obstacles you will have to navigate through while in the developmental process. Establish a clear understanding on the importance of their order, how much the cost, the time it may take to get through each step and keys to surviving the process.



Stuart Mullen, Range Development Services
Bobby Cummings, Clark Nexsen



BRING NEW ATTENTION TO YOUR BRAND AND A LEGION OF NEW SHOOTERS TO OUR SPORTS.

SUPPORT EVENTS & OFFER PROMOTIONS DURING NATIONAL SHOOTING SPORTS MONTH[®] IN AUGUST. Help champion this industry-wide effort by encouraging your followers to get involved and head to the range. It's a powerful way to put more eyes on your organization and help build the next generation of shooters.


SHOOTINGSPORTSMONTH.ORG



9:45am - 10:30am

BUSINESS PLANNING

Your business plan and financial model are critical elements to the success of your range. This is important to ensure that you have a sound, well thought-out “road map” that leads to a successful, viable business. Further, if your plan includes funding from a third party (bank loan, investment partners, etc.), they will want to review the business plan for themselves to confirm the use of funds and a reasonable expectation for future returns. With these goals in mind, this presentation focuses on (1) the basics incorporated in most successful shooting range business plans, (2) profit centers and market niches to consider incorporating into your model, and (3) what to consider when estimating the projected costs and revenues.


 **Jeff Swanson**, Wilshire Gun, NexGen Range Consulting

 10:30am - 10:45am **Break**, Willow Lake Lobby

10:45am - 11:15am

FINANCING


When private money is not an option, a small business loan is an alternative route to pursue. Gain a clear understanding on what most lenders will require for a down payment and loan applications for range financing.

 **Jimmy Neil**, Live Oak Bank

11:15am - 12:00pm

EXPERT TIPS ON SELECTING RANGE EQUIPMENT

Beyond the building, range equipment will be your second largest expense and the choices can be overwhelming. This talk will be presented by two industry experts who understand the pros and cons of every piece of equipment from the perspective of both an installer and an owner/operator. Expert tips will be provided on facility safety, customer interaction, maintenance issues, design aspects, structural building elements, ceiling baffle considerations, target technology, and ventilation requirements.

 **Bryan Stear**, Shoot Indoors
David O'Meara, Ti Outdoors

 12:00pm - 12:45pm **Grab & Go Working Lunch**, Juniper Prefunction

MONDAY, AUGUST 19TH

RANGE-RETAIL REBOOT & MARKETING TRACKS LOCATION 2: JUNIPER B-C



7:15am - 8:00am **Breakfast**

8:00am - 9:00am

INVENTORY MANAGEMENT & MERCHANDISING


Pile it high and let it fly, may not be the best way to manage your inventory. Learn new techniques to leverage your inventory for profit in today's ever-changing retail landscape.

 **Doug VanderWoude**, Range Systems
Gary Kunn, United Sporting Industries

9:00am - 9:45am

BOOSTING PARTICIPATION IN YOUR TRAINING & EDUCATION OFFERINGS


For shooting ranges, training & education are typically products that have the highest margin potential with the least amount of product competition. Learn how to market your courses to get people in the classroom not only for the first time, but how to get them back in the classroom for additional training. Additionally, learn how to structure your training programs to directly lead to range usage membership sales as well as developing customer loyalty in retail product sales.

 **Paul Basteau**, Ultimate Defense Firing Range & Training Center

9:45am - 10:30am

ELEVATING YOUR BUSINESS CUSTOMER SERVICE PRACTICES

The world of retail is changing faster today than it ever has. With this change comes a change in expectations about what consumers expect from a brick-and-mortar retail business. In this section we will discuss and review the current trends, expectations, and success stories around modern retail. By the end of this section you will have a solid handle on current trends that consumers have come to expect from an engaged and successful retail establishment.

 **Hank Yacek**, Point of Impact Firearms Range & Retail Consulting




10:30am - 10:45am **Break**, Juniper Prefunction

10:45am - 11:30am

EMBRACING TECHNOLOGIES TO HELP STREAMLINE PROCESSES & IMPROVE BUSINESS PRACTICES

Technology, software, and automation is not something to fear. In fact, it can greatly alleviate a lot of your operational stress and free you up


to do what you go into business to do - serve your guests! During this presentation, you will learn about a variety of different technologies Blackstone Shooting Sports uses to run a more efficient business, from providing better operational clarity to delivering a more enjoyable guest experience.

 **Taylor Hayden**, Blackstone Shooting Sports

11:30am - 12:00pm

THE SCIENCE & ART OF INNOVATIVE RETAIL DESIGN

The world of industry leading physical retail today looks nothing like the retail store of 5 years ago. Technology, interactivity, lighting, and the general layout of retail has come a long way in the last few years to make physical retail a very different landscape. In this section we will cover the current and future trends in physical retail, how to incorporate them into your store layout, as well as trends and technologies that are not far off the horizon that can help you get ahead of your competition.

 **Hank Yacek**, Point of Impact Firearms Range & Retail Consulting

 12:00pm - 12:45pm **Grab & Go Working Lunch**, *Juniper Prefunction*

AFTERNOON RANGE-RETAIL BUSINESS TOUR & RANGE EQUIPMENT DEMO

Schedule: All bus arrival and departures located at The Veranda

12:00pm - First Bus Departure returning roughly around 2:30pm

1:30pm - Second Bus Departure returning roughly around 4:00pm

3:00pm - Third Bus Departure returning roughly around 5:30pm


AFTERNOON EDUCATION SESSIONS/ ROUNDTABLE DISCUSSIONS JUNIPER B-C

12:00pm - 12:45pm

DETERMINING THE RIGHT INSURANCE COVERAGES FOR YOUR BUSINESS

Insurance for any business is a necessity, and while most basic policies are designed to protect an entity from catastrophic physical losses, customer liability issues, workers compensation situations and the like, that should be a starting point for FFL retailers and shooting ranges. Properly protecting your staff, customers and entity requires exceptional, specialized coverage specific to businesses in which firearms are


inventoried or handled on a day-to-day basis. During this session you will learn common gaps some ranges and retailers have in their policies today, discuss why finding an agent who understands the nature of your firearms business is important and help you discover the right questions to ask them in order to develop a comprehensive policy that truly protects your livelihood.

 **Heather Gillingham**, Specialty Insurance Consultants/NFP
John Paulk, Shot Spot LLC. & Great Southern Agency

12:45pm - 1:30pm

OSHA & EPA COMPLIANCE

Range owners are fined thousands of dollars each year for workplace safety and environmental violations—fines which could have been avoided. Range operators are required by law to provide and maintain a safe workplace and comply with all environmental laws. Keep the regulators at bay by understanding your obligations, implementing best practices for lead and noise compliance, and avoiding the mistakes that result in fines. Learn what to do before and if regulators come knocking on your door.


 **Jason Smith**, Firing Range Services
Michael Degan, Kutak Rock


1:30pm - 1:45pm **Break**

1:45pm - 2:30pm

FFL SECURITY & RISK MANAGEMENT

Firearm theft is no joke. It impacts public safety, your profits, insurance expense, and more. If you're an FFL, you undoubtedly have questions about your store's security; How is my FFL at risk for loss such as burglary, theft or robbery? What do I do if my business becomes the victim of a crime? What can I expect from the ATF after a loss? What are other retailers doing to deter and mitigate this threat? How do I start building a security plan? What should be included? Where can I get some help with a security risk assessment? In this session you'll learn about recommended strategies to improve upon your business's security, areas of common weakness to take into consideration, and other observations held by the ATF and NSSF as part of Operation Secure Store.

 **Bill Napier**, Napier Consulting, LLC
John Clark, PCI Services, LLC

 2:30pm - 2:45pm **Break**

THE FUTURE OF OUR SPORT WON'T GROW ITSELF.

WE NEED YOUR HELP TO GROW THE SHOOTING SPORTS.

If just 1 in 3 hunters and target shooters introduce one new person to the shooting sports, we'll secure a strong future for generations to come. The +ONE Movement is a mission to do exactly that. We need your help to spread the word about the single most unifying force in the shooting sports today. Together we'll ignite the passion of millions of new hunters and recreational shooters. And build the future of the way of life we love. Be the one. Join the +ONE Movement. Visit LetsGoHunting.org or LetsGoShooting.org.



2:45pm - 3:30pm

DETERMINING THE RIGHT INSURANCE COVERAGES FOR YOUR BUSINESS

See 12:00pm - 12:45pm for description.

3:30pm - 4:45pm

OSHA & EPA COMPLIANCE

See 12:45pm - 1:30pm for description.

4:45pm - 5:30pm

FFL SECURITY & RISK MANAGEMENT

See 1:45pm - 2:30pm for description.

TUESDAY, AUGUST 20TH



7:00am - 8:00am **Breakfast, Juniper Prefunction**

8:00am - 8:30am **USCCA Presentation, Tim Schmidt, Juniper B-C**

8:30am - 9:30am

KEYNOTE - Tim Arnold, StoryBrand

Clarify Your Message So Customers Will Listen:

How the Power of Story Can Grow Your Business, Juniper B-C

Most leaders, marketers, salespeople and managers struggle to explain what they do. It's not because they aren't smart, hard-working or likable, it's because they aren't communicating clearly. StoryBrand helps companies understand what customers are looking for so they can tell their story in such a way people listen. The human brain is drawn to CLARITY and away from confusion. If customers are confused about what you offer, they'll look past you for somebody who can say it clearly. Once you clarify your message, your company will begin to grow.

EXHIBITS FLOOR OPENING • 9:30am, Aurora Hall 2

9:30am - 5:30pm **EXPO Show Hours, Explore the EXPO Show Floor**

11:00am - 12:00pm

ESTABLISHING A ROBUST MEMBERSHIP PROGRAM EDUCATION BAY 1

Membership programs drive recurring revenue, customer loyalty, and business stability. This presentation will inspire you to build a robust




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membership program in your business. Successful membership programs require focus and long-term commitment. Learn the secrets to maximize the benefits of membership.


 **Richard Abramson**, Centennial Gun Club

12:00pm - 1:00pm **Lunch, Aurora Hall 2**

1:00pm - 1:45pm

SUSTAINED BUSINESS STRATEGY AND PLANNING EDUCATION BAY 1

In order to survive economic swings and election upsets that impact your business, you must have a vision for your business. That means creating a business strategy, with a clear vision, purpose, and long-term goals. Once that's in place, you can plan for the future and handle any crisis. In this session, we'll discuss methods for implementing a strategy, and more importantly, ways to sustain your business in any environment.

 **Jared Sloane**, Shoot Smart

Bill Provencher, Carey's Small Arms Range Ventilation

Doug VanderWoude, Range Systems

1:00pm - 1:45pm

MARKETING SHOOTING SPORTS AS ENTERTAINMENT EDUCATION BAY 2

When developing your business model with the goal of attracting the next generation of shooters, consider the "entertainment destination" centers that are successfully bringing in customers by promoting their entertainment offerings (think "Top Golf", "Lucky Strike Bowling" and "Main Event"). Marketing a shooting range as an "Entertainment Destination" can often be accomplished by creating events with an entertainment-focus, retrofitting your facility with minimal cost and space, and executing the right marketing plan. This should lead to increased revenue across all your profit centers. This presentation focuses on creating events and marketing the entertainment value that shooting sports and your range facility offers.

 **Paul Bastean**, Ultimate Defense Firing Range & Training

Jeff Swanson, Wilshire Gun & NexGen Range Consulting Center

2:00pm - 2:45pm

MARKETING MISFIRES: SECRETS YOU NEED TO KNOW TO BE BETTER EDUCATION BAY 1

Formulating effective marketing strategies to attract new business while keeping established customers engaged is challenging. Learn these five

critical marketing concepts that you must implement to make your range as successful as it can be.

 **Kim Shugart**, Magnum Shooting Center & Wicked Think Marketing

3:00pm - 3:45pm

ADOPTING NEW INTERACTIVE GAMIFICATION RANGE TECHNOLOGIES PANEL DISCUSSION - EDUCATION EDUCATION BAY 2

Though traditional static paper target shooting activities still have a grand following, today's shooters — especially those new to firearms — are looking for a more interactive experience when they head to the range. During this session you will learn how today's advanced range technologies can add a gamified wow factor to your business and some of the challenges current ranges that have adopted these technologies have experienced along with how they are overcoming them.

 **Jeanelle Westrom**, Davenport Guns and Shooting Club

Alex Hague, VRA Range & Evolve Range Solutions

Bernie Hsiao, Nexus Shooting

Rob Euerle, Parma Armory Firearms LLC.

Neal Currey, Ready Gunner

Moderator: **David O'Meara**, Ti Outdoors

4:15pm - 5:00pm

ENHANCING YOUR WEBSITE TO SERVE ALL EXISTING AND POTENTIAL CUSTOMER BASES PANEL DISCUSSION EDUCATION BAY 1

You've had an active website for years. You post your contact information, hours of operation, the occasional sales notice or video, and your user numbers are good, but they're stalled. That means your loyal customers are on board and using your website as a resource—but new customers aren't finding you. Believe it or not, it doesn't take a Master's in web design to change that. However, you need to clearly define the goals of your website to formulate an effective strategy to achieve them. During this discussion you'll gain insights from our panel on how to improve your website design and methods for increasing traffic to your site while attracting more foot traffic to your business.

 **Jared Sloane**, Shoot Smart

Tracy Carlson, Range-Retailer Marketing Consultant,

Alex McCann, Elevate

Nick Herbst, The Xcite Group

Moderator: **Julie Golob**

5:00pm - 6:30pm

EXPO Welcome Reception, Aurora Hall 2

WEDNESDAY, AUGUST 21st All Activities in Aurora Hall 2



7:00am - 8:00am **Breakfast**

7:45am - 12:00pm **EXPO Show Floor Hours**

8:30am - 9:15am

KNOW YOUR CUSTOMER. GROW YOUR REVENUE. EDUCATION BAY 1

The more you know about your customers the better off you will be” is a phrase that has rung true since the dawn of customer service and the first salesmen. Customers have different reasons for visiting firearms retailer shops and shooting ranges and knowing what their needs and wants are will help you better serve them. This presentation will focus on customer segmentation research and in-store testing specific to the firearms industry plus will provide insights regarding how to best reach first-time firearm purchases based on their own words. The insights gained will help you sell directly to customers’ core reasons for wanting a firearm using messages and approaches targeted to unique types of consumers. Armed with this knowledge you will be able to better serve your current customer base as well as improve your marketing efforts to acquire new customers for future growth.



Jim Curcuruto, NSSF

Rob Southwick, Southwick & Associates

Richard Abramson, Centennial Gun Club

9:30am - 10:15am

PREMIUM HANDGUN OPTIONS EDUCATION BAY 2

Product positioning; Benefits of the different products lines; Training vs. Personal defense.



Chris Laack, Federal Ammunition

10:15am - 11:00am

USING YOUR DATA TO BOOST SALES PERFORMANCE & SURVIVE ECONOMIC SWINGS - EDUCATION BAY 1

“In God We Trust. All others bring data.” Emotions can run high when things don’t go as planned, especially for an industry like ours. When customer flow takes a turn for the worse and revenues decline, what do you do next? Using your data to manage your business strategy and tactics will boost your sales and most importantly, help you navigate the turmoil of economic swings. In this session, we’ll review examples of tools you can use and why it’s important to get your team involved.



Jared Sloane, Shoot Smart

12:00 pm - Expo Closes

We are advocating for real solutions to create safer communities.



www.nssfreesolutions.org

REAL SOLUTIONS. SAFER COMMUNITIES.



FixNICS®

FixNICS® is a program NSSF developed to improve the reporting of all prohibiting record to the FBI's National Instant Criminal Background Check System (NICS). FixNICS® has helped improve background checks across 16 states and resulted in a 220% increase in records submitted to the FBI. This effort was the model for the Fix NICS Act passed by Congress on a bipartisan basis and signed into law by the President in 2018.



Project Child Safe®

Project ChildSafe® promotes responsible firearms storage and is a nationwide effort that aims to help prevent firearms accidents by providing free information and gun locks—to date, more than 38 million free gun locks have been distributed.



Operation Secure Store®

Operation Secure Store® works with Federal Firearms Licensees and the Bureau of Alcohol, Tobacco Firearms and Explosives (ATF) to prevent thefts, and keep criminals from stealing guns by making gun stores more secure.



Don't Lie For The Other Guy™

The “Don't Lie for the Other Guy” campaign, run in cooperation with ATF, helps educate retailers to detect and prevent illegal “straw” purchases and conducts outreach to the public through in-store, outdoor, radio and social media advertising.



SUICIDE PREVENTION

Suicide Prevention

The firearms industry actively partners with local and national suicide prevention organizations to help communities engage in safe firearm-storage practices and understand risk factors and warning signs related to suicide. The Department of Veterans Affairs and NSSF are also launching a pilot program to help prevent suicide among active servicemen and women and Veterans.

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SPEAKERS



Richard Abramson

Richard Abramson is the Founder and General Manager of Centennial Gun Club in Centennial, Colorado. Prior to opening Centennial Gun Club in 2012, Abramson, who has an extensive background in management, investment and strategic planning across a wide range of industries, lead a series of high-tech corporate turnarounds. With an emphasis on operational excellence, a variety of workouts were achieved, including IPOs, company sales and mergers and implementation of growth strategies and stabilization operations. He has served as CEO of both public and private companies. Today, in addition to his work with Centennial Gun Club, he serves on a number of industry boards, including NSSF's Retail Advisory Council, the Range Growth Advisory Board, the Colorado Firearm Safety Coalition and ShellShock Technologies.



Tim Arnold

Tim Arnold is part of the teaching team at StoryBrand Live Workshops and travels the world to help StoryBrand clients through Private Workshops and Keynotes.

He has spent over two decades helping organizations communicate, collaborate and get unstuck, with clients that include The United Nations, Citibank, KPMG, Toyota and Siemens. Tim is able to provide his clients with a real-world perspective through his experience launching successful for-profit and not-for-profit businesses and managing international development partnerships in four continents. As the author of the book, “The Power of Healthy Tension,” Tim is able to help his clients bring communication simplicity to their business complexity. Tim lives in Ontario, Canada with his wife, Becky and their children Declan and Avryl.



Paul Basteau

Paul Basteau is the Managing Director and principal Owner of Ultimate Defense Firing Range & Training Center, LLC, and the Managing Director of Heritage Estate Services and Firearm's Appraisals, all while maintaining a sergeant's commission over the Special Operations Division for the Lake St. Louis Police Department. Prior to 2010, Basteau recognized a severe shortage of quality firearms training in the civilian sector and set in motion the monumental project that became

Ultimate Defense Firing Range & Training Center. Through his leadership and vision, Ultimate Defense has become one of the leading firearms training institutes in the United States, including being nominated for NSSF's Range of the Year in 2015.



Tracy Carlson

Tracy Carlson has been both a website design and marketing services account manager for independent retailers in the firearms and archery industry, and she has served as a member-services consultant to both Nation's Best Sports and the Archery Trade Association during her career. She currently serves as the Marketing Manager at Centennial Gun Club, Centennial, Colorado, and she is also a joint marketing team partner with Carolina Sporting Arms in Charlotte, North Carolina, and Poway Weapons and Gear in San Diego. She has provided consulting and custom marketing content to several organizations, including NSSF.



John Clark

John Clark is the Principal and Founder of PCI Services, LLC, a consultancy firm providing sustainable solutions that positively affect companies' missions and protects their interests. He has served as an executive for both public and

private businesses domestically and internationally, with responsibilities including the implementation of risk and loss mitigation strategies, governmental compliance initiatives, global security operations, investigative and crime analysis units, business assessment and control functions and corporate governance practices. Prior to his time in the corporate world Clark held various positions with federal and local law enforcement agencies, and he is a combat veteran with the U.S. Air Force, roles that lend themselves well to his work with NSSF as a member of its Compliance and Security Consultant Teams. He holds a BS in Criminal Justice Administration and an AS in Industrial Security Management, and today he serves on the Board of Directors for the Coalition of Law Enforcement and Retail, as well as in an advisory capacity for a number of national and state public-/private-sector partnership organizations focused on criminal justice and national security-related matters.



Bobby Cummings

Bobby Cummings is an expert in the design of shooting range facilities and leads Clark Nexsen's Public Safety practice. With more than 30 years of experience, 15 of which have been focused exclusively on firing and tactical training facilities, Cummings leverages his expertise to design,

build and renovate ranges.

As a reserve deputy sheriff and a hunter, Cummings has a passion for the safe recreational and professional use of firearms. He is a certified law enforcement firearms instructor in Virginia, and his experience in that capacity has informed his work as a civil engineer, project manager and principal-in-charge on projects to design and build firing ranges and related buildings.

Today he applies that knowledge to guiding range owners through the numerous design decisions that result in a successful, appealing facility. Leading a full-service design team of architects and engineers, he has delivered more than 50 firing, driving, and special operations range facilities from design through construction completion.



Jim Curcuruto

Jim Curcuruto is NSSF's Director, Research & Market Development. With NSSF since 2009, he has worked tirelessly to provide insights to NSSF members and the industry at large so that an improved understanding of consumers works toward increased participation in hunting and target shooting. His work has been referenced hundreds of times in corporate annual reports, newspapers, television and other media platforms, and he has served

as an expert witness in several high-profile state and federal court cases regarding 2nd Amendment rights.

Curcuruto is also responsible for several of NSSF's R3 efforts, which have included developing a number of strategic partnerships and programs such as the organization's Mentor Initiative and Partner with a Payer that work to scale the R3 model and increase overall participation.



Neal Currey

Neal Currey is a former Veteran serving in special operations for 5 years with 2nd Ranger Battalion. He went on to serve with the Department of State as a Personal Protection Specialist in Iraq. He started ReadyGunner in 2010 to serve his community by providing a firearms shop that offered a better customer service experience. His shop is located in Orem Utah. They have a full functioning range with state of the art interactive retrievers, all types of shooting courses, custom builds and great customer service.



Mike Degan

Mike Degan is a seasoned trial lawyer with 25 years' experience handling complex litigation matters. He has tried dozens of jury trials and has appeared in more than 30 state and federal jurisdictions throughout

the country and has been recognized by peers as a leading practitioner by Chambers USA, Best Lawyers, Benchmark Litigation and Super Lawyers.

A member of Kutak Rock's dedicated Firearms Group, Degan specializes in advising shooting range owners and operators. In that capacity he assists ranges on issues ranging from OSHA and EPA compliance, lead abatement and waste management, noise hazards, local land use regulations, liability and risk management and employment matters. He also regularly counsels NSSF's Premium Range Members and has presented at NSSF-sponsored seminars on range-related issues. In addition, Degan represents leading manufacturers in firearms-related litigation. He is a gun owner, shooting enthusiast and part owner of a shooting range, so his advocacy for range owners is both personal and professional.



Robert Euerle

Robert "Rob" Euerle is owner and President of Parma Armory Firearms, LLC, located in Parma, Ohio, a suburb of Cleveland. His firearms businesses include a retail store and two firearms ranges in a 40,000 square foot building that for decades was a U.S. Army Reserve Training Center. Today, Parma Armory is an intimate five-lane range that operates in conjunction with his

highly unique, double-decker, 21-lane—11 lanes on the lower floor, 10 lanes on the second—21 Gun Salute Range. Euerle, 29, is a past president of the Parma Rotary Club, member of the Parma and Brooklyn Chambers of Commerce, a Parma Auxiliary Police officer, and an Auxiliary Police Officer for the State Highway Patrol.



Taylor Haden

Taylor Hayden is the owner of Blackstone Shooting Sports, a 27,000 sq. ft. indoor shooting range and retail firearms store located in Charlotte, NC.

Prior to starting Blackstone, Hayden was a corporate attorney at a large southeastern law firm and represented private and public entities in all areas of corporate structuring, financing and equity transactions, and mergers and acquisitions.

In addition to operating Blackstone, Hayden is currently the managing member of Boost Business & Legal Advisors, a business improvement company that focuses on helping small and medium-sized businesses address the legal and operational challenges that face them.



Heather Gillingham

Heather Gillingham is founder of Seattle-based Specialty Insurance Consultants/NFP. Her

passion for the shooting sports and outdoor recreation took her to start an insurance agency purely dedicated to commercial companies in the firearms industry, including indoor and outdoor shooting ranges, manufacturers of firearms and ammunition, retailers, wholesale firearms distributors and other businesses related to outdoor recreation and hospitality. Gillingham brings a high level of expertise to the table coupled with an old-fashioned approach to customer service and ease of doing business, and today, after 23 years in this specialty niche, Specialty Insurance Consultants/NFP represents more than 2,500 clients nationally. The company is an NSSF member and a preferred provider to the organization's membership.



Julie Golob

IPSC World Champion, author, speaker and U.S. Army veteran, Julie Golob is one of the most accomplished professional shooters in the world, with more than 140 championship titles in international, national and regional marksmanship competitions across seven shooting disciplines. A veteran of the elite U.S. Army Marksmanship Unit, she was named both U.S. Army Female Athlete of the Year and AMU Athlete of the Year. Serving as the captain of Smith & Wesson's shooting team, her list of titles includes the

prestigious Bianchi Cup, Steel Challenge, USPSA, IDPA and IPSC competitions and SHOT Business Person of the Year. Her book SHOOT: Your Guide to Shooting and Competition is a comprehensive primer on shooting sports, while the volume Toys, Tools, Guns & Rules: A Children's Book About Gun Safety is a useful tool for parents looking to communicate real firearm safety. Golob is a dedicated industry ambassador and shares her passion for gun safety, shooting sports and hunting as an outdoor television personality, instructor, guest speaker and author at JulieGolob.com.



Alex Hague

Alex Hague graduated from Ohio University in 2006 with a Bachelor's in Business, Finance and Marketing, joining his two brothers, Brock and Jared, and parents, Doug and Linda, in a new business adventure Vandalia Range and Armory. VRA is an indoor shooting facility, training center and retail store with a well-respected reputation, having earned NSSF's Five-Star rating both in 2013 and again 2017. In 2015 Hague and his family began developing their own live-fire digital range company known as Evolve Range Solutions, and its Evolve's EV-R Target System® allows customers to shoot at digitally projected targets with live-fire guns and ammunition.

SUICIDE PREVENTION TOOLKIT

Recognizing that nearly two-thirds of all firearms-related deaths are suicides, NSSF and the American Foundation for Suicide Prevention have partnered to develop a Suicide Prevention Toolkit to help firearms retailers, shooting range operators and their customers understand risk factors and warning signs, know where to find help and encourage secure firearms storage practices.

NSSF asks retailers and ranges to participate in this program because doing so can help save lives.

The toolkit contains:

- In-store signage with the “Have a Brave Conversation” message
- “Firearms and Suicide Prevention” brochure
- “After a Suicide” brochure
- Reminder to view educational videos on the website



Order a free AFSP-NSSF Suicide Prevention Toolkit or its materials individually at nssf.org/safety/suicide-prevention.

For more information about suicide and mental health visit afsp.org and nssf.org/firearms.

That concept was central to the development of a second range, Victory Range and Armory, which opened in 2017 in New Castle, Indiana, and earned NSSF’s Five-Star rating in 2018.



Nick Herbst

Nick Herbst is a lead strategist at The Xcite Group, a Google-certified, full-service, digital marketing agency based in Denver, Colorado. With a background in engineering and sales, Herbst began his advertising career with the Yellow Pages industry more than a decade ago. When he and several colleagues saw the opportunity to help businesses be more efficient and effective in their advertising strategies, they formed The Xcite Group. Following the leadership style and culture modeled by Google, The Xcite Group is now a prospering Google Partner Agency that ranks in the top 10 percent nationally and has won multiple awards including Top Digital Marketing Agencies 2015 and Top Web Design Firms in 2016, 2017, 2018 and 2019.



Bernard Hsiao

Bernard Hsiao, MD, PhD comes from the world of science and medicine. He is a nuclear medicine physician and radiologist, and his PhD is in the field of molecular and

cellular pharmacology. He is also co-CEO of Invesca Development Group, a real estate development company that was named #39 on Entrepreneur Magazine’s 2017 list of Best Privately Owned Businesses in America. Shooting was a relatively new hobby Bernard took up that rapidly became a passion and led to the creation of Nexus Shooting, a \$15 Million state of the art indoor shooting range, and the only NSSF 5 star rated range in South Florida. Along with his brother, Michael Hsiao, and their business partner, Christopher Longworth, they enhanced the shooter’s experience through the application of cutting edge technologies at Nexus, most notably with the development of the Nexus Lanes, a live fire video targeting system, as well as creating a modern and high-tech retail facility that has been lauded as the “Guggenheim Museum” or “Apple Store” of gun stores.



Gary Kunn

Gary Kunn is the Director of Sales for United Sporting Companies. Prior to that position, he spent 17 years as a Regional Sale Manager for AcuSport. Early in his time with that company, he oversaw the road and inside sales teams and worked closely with the merchandising and warehouse teams. In 2005, Kunn opened a new office for AcuSport in Texas, and focused his attention



on retailer relationships, helping them implement best practices and improve their inventory management. Before AcuSport, Kunn was a Manufacturers Rep for Tucker & Associates, where he was named VISTA Rep of the year. He holds a B.S. in Economics from Montana State University in Bozeman.



Alex McCann

Alex is a Denver native and partner at the creative ad agency Elevate Advertising. After completing his degree in business, he spent two years working in Istanbul, Turkey with cross-cultural teams and teaching English. From working with a software technology company in Boston to helping new startups in Denver, Alex is passionate about helping identify obstacles and providing pathways to growth in people and organizations. Alex lives in Denver with his wife, Amy, and Goldendoodle Tatli.



Stuart Mullen

Stuart Mullen has an extensive background in city planning and land development, including reviews, recommendations, negotiations and enforcement of zoning standards for new development and redevelopment requests. In

2001, he took that experience and began working in commercial real estate, focusing on buyers and tenants of free-standing retail establishments, grocery-anchored shopping centers, industrial properties and land.

Today, with years of project management, fee development, brokerage and zoning consultation experience under his belt, Mullen applies his expertise to the birth of new brands through the process of establishing commercial firearms shooting facilities. That work includes assembling and directing teams of professionals whose proficiencies satisfy the complex requirements necessary to secure range real estate, as well as provide design, build and operational consultation. He has worked with facilities encompassing 10,000 to 40,000-plus square feet and which include retail, training and educational components and other services designed to provide unique customer experiences. His uniquely comprehensive approach has resulted in a number of highly regarded next-generation range facilities, including Mission Ridge Range and Academy, Frontier Justice and Saddle River Range and Academy.



Bill Napier

Bill Napier, LPC, has more than 30 years' experience

in retail loss prevention across the spectrum of small and growing retail chains to Fortune 500 companies. He has worked for two decades in municipal law enforcement and more than 18 years in the retail outdoor arena with responsibility for ATF compliance and firearms related investigations. As a member of NSSF's Compliance and Security Consultant Teams, he is a frequent speaker at NSSF's annual SHOT University, and he frequently presents for the National Retail Federation (NRF), the Retail Industry Leaders Association (RILA), Retail Technology (RETECH), ASIS International and The Loss Prevention Foundation. He has authored numerous articles on topics such as emerging security technology, return fraud, physical security and leadership, and he sits on the board of directors for The Loss Prevention Foundation and is Loss Prevention Certified (LPC). Additionally, Napier serves on the ASIS Retail Loss Prevention Council as a member of its Critical Infrastructure Working Group, as well as The Loss Prevention Research Council at University of Florida where he's a member of its Violent Crime Working Group.



Jimmy Neil

Jimmy Neil is the General Manager for Live Oak Bank's Entertainment Center Division,

a firm that provides financial assistance for shooting range development. He has worked with more than 100 range projects and frequently speaks at range development conferences helping new owners identify and formulate profit strategies.

Neil earned his MBA from Louisiana State University in 1994, then went on to manage a team of commercial lenders for the U.S. Small Business Administration (SBA). As the former Vice President of Pharmacy Transition and Investment Strategy for the Retail Independent segment of a Fortune 20 drug distributor, he has worked with more than 1,000 pharmacies in various stages of ownership transition, including operation assessments, sales, mergers, acquisitions, financings, partnership buyouts, valuations and tax mitigation strategies. A principal in a community pharmacy in Louisiana, Neil frequently administers ACPA (Accreditation Council for Pharmacy Education) courses on pharmacy valuation, assessment, operation, structure and financing. He is frequently published in pharmacy periodicals and provides expert testimony on the valuation, transition and soundness of community pharmacies.



David O'Meara

Born and educated in Ireland, David O'Meara moved to the United States in 1990 and

began working for Detroit Armor Corp. in 1991 performing range service and equipment installations.

Since then, O'Meara's time in the firearms industry has been spent in a variety of capacities, including a senior level management position at Meggitt Training Systems, which specializes in virtual and life-fire firearms training systems. In 2013 he joined Law Enforcement Targets as General Manager, and today he serves as the Operations Manager at Ti Outdoors, a leading manufacturer of force firearms training simulators for law enforcement officers, located in Golden, Colorado. In addition, O'Meara is a long-time contributor to NSSF's work with its range members, frequently appearing as a guest speaker in range development seminars.



John Paulk

John Paulk has honed a robust reputation in the specialty insurance program space since 1988 through his success in identifying underserved markets and crafting commercial insurance solutions. He has been granted underwriting authority by multiple companies in order to secure coverage for limits of up to \$200MM and has built more than 15 programs written in all 50 states. He has been tribulated by Syndicates at

Lloyds and has served on the Board of Target Markets. In 2009, Paulk started Great Southern Agency, an independent retail commercial lines-focused retail agency. An avid outdoorsman and firearms collector, in 2014 he put that passion and his business expertise to work when he opened Shot Spot, LLC, a state-of-the-art firearms retail facility and range operation in Carrollton, Georgia, that received NSSF's prestigious Five-Star rating for range excellence in 2018.



Tim Schmidt

Tim Schmidt attended Michigan Tech University

where he earned a B.S. degree in Mechanical Engineering in 1994.

After working for a medical equipment company and then a computer hardware company, Tim started his first successful business in 1997. This business, Schmidt Engineering, provided mechanical engineering services to a wide array of companies. In 2003, Tonnie Schmidt and Tim Schmidt founded Delta Defense and the United States Concealed Carry Association (USCCA) and began publishing a self-defense magazine that focused on responsible firearms ownership. This magazine grew into a national association providing self-defense education, training and legal protection to its members.

The USCCA has more than 300,000 members and 2 million newsletter subscribers. Delta Defense employs over 240 people in 12 states and was named to the Inc. 5000 list of America's fastest growing private companies in 2012, 2013, 2014, 2015, 2016, 2017, and 2018.

Tim and Tonnie have three children (ages 20, 18 & 15). Tim enjoys boxing, running, reading, shooting and riding motorcycles.



Kim Shugart

Kim Shugart's 30-plus-year career in marketing and

communications has encompassed brand development, general advertising, direct marketing and online communications for many prestigious national brands. He was a founding partner of Shugart Matson Marketing Communications and also a founder of the internet services firm Clear Ink. Following a merger between those two companies, Shugart served as President and CEO of the new Clear Ink Corporation. Through his efforts, Shugart Matson/Clear Ink grew from a modest firm of four partners to a significant player in the San Francisco advertising, marketing, communications and online marketing communities, boasting over \$150 million in billings and more than 160 employees.

During his career, Shugart has worked with a number of well-

known brands, including AT&T, Wells Fargo, Oracle, Jelly Belly, Pacific Bell/SBC, PeopleSoft, Salesforce.com, Oral-B, Roche and Hexcel. He retired from Clear Ink in 2002, and today he serves as CEO of WickedThink, where he provides strategic and creative direction to companies that include Autoweb, Magnum Shooting Center, Wildwood Casino, Southern Concepts Restaurant Group, Rocky Mountain Men's Clinic, SYNQ3, Colorado Trading & Clothing Company and Challenger Homes, among others.



Jared Sloane

Jared Sloane is a founding member of the Shoot Smart team

and serves as Operations Director for the three-store chain of Shoot Smart ranges in the Dallas-Fort Worth area. Shoot Smart has been awarded Shot Business Magazine's Range of the Year and the Fort Worth Chamber's Small Business of the Year. Sloane has nearly 10 years of experience in the firearms industry and range operations, and in managing Shoot Smart's three locations he focuses heavily on marketing efforts to attract the next generation of shooters. Since 2015, he's been a member of the NSSF Range Advisory Council, and he holds a B.S. in Public Policy from Indiana University Bloomington and an MBA from the University of Texas at Arlington.



Jason Smith

A veteran of the U.S. Navy, Jason Smith has more than a decade of experience supporting the shooting range industry with environmental, health and safety expertise. As a Certified Industrial Hygienist (CIH), Smith leverages a multidisciplinary, scientific approach to working with range owners and operators to protect employees and customers from exposures to lead, noise and other workplace hazards. He also works closely with NSSF to help develop effective training, education and implementation solutions for range operations.



Rob Southwick

Rob Southwick founded Southwick Associates in 1990. Southwick Associates provides the outdoor and shooting sports industry with market analyses and assessments to help businesses understand where they stand and how to grow. Working closely with the NSSF and its member companies, Southwick Associates has employed a new, unique approach to profiling firearms consumers in a way that helps the shooting sports industry improve product offerings, communications and, ultimately, sales. Based in

Fernandina Beach, Florida, the firm boasts a staff of 12 highly educated, qualified and experienced statistical experts, all of whom are dedicated to helping the shooting sports industry develop a strong future.



Bryan Stear

Bryan “B.A.” Stear is the founder of Shoot Indoors, a popular indoor shooting range franchise in the suburbs of Denver. He also runs a successful range design consulting service helping new owners use data analytics and demographics to smartly design their ranges and pick profitable locations.

Stear spent the first half of his career designing satellites and performing data analytics, but always had the ambition to open a shooting range that would change the entire industry. He accomplished that dream by building Shoot Indoors, which utilized his patent-pending TAPER-Range design to cut equipment costs by over \$100,000. He graduated from Lehigh University with degrees in Mechanical Engineering and Astrophysics before earning a Master’s in Engineering Management from the University of Colorado where his thesis focused on range business planning.



Jeff Swanson

Jeff Swanson is co-founder and an owner of a “next generation” shooting range, Wilshire Gun, and the Managing Member of NexGen Range Consulting. He is a member of NSSF’s Range Action Specialists Team and a regular speaker and writer on shooting range development topics that emphasize diversifying revenue streams across multiple profit centers. An entrepreneur and attorney with nearly a quarter-century of practice as a litigator, real estate advisor and business development consultant, Swanson is also an accomplished business owner with experience in business plan development, financial structuring and operations implementation from inception to profitability. He holds a J.D. from the University of Tulsa College of Law and a B.A. from the University of Oklahoma with an emphasis in finance and communication.

In his work with NexGen Range Consulting, Swanson focuses on assisting range owners across the country in creating their own “next generation” shooting facilities. With clients in 43 states and growing, the NexGen Range Consulting Team offers range development services based on an à la carte menu that allows clients to choose

what services they need at the time they are needed.



Doug VanderWoude

A Managing Partner with Point of Impact Firearms Range & Retail Consulting, along with his partner, Hank Yacek, Doug VanderWoude advises range and retail operators on how to maximize their business spaces and adopt industry best practices for higher profits. His background includes founding and operating a successful firearm range and retail store and working as a consultant with more than 400 ranges He’s also partnered with several firearms manufactures to launch a variety of nationwide promotional programs to drive consumers to ranges and retailers. VanderWoude is a popular speaker at NRA Range Development Conferences, a presenter of multiple SHOT University classes and a member of NSSF’s Range Advisory Council.



Jeanelle Westrom

The third generation of her family to work in the firearms industry, Jeanelle Westrom is the owner of Davenport Guns & Shooting Club, a full-service firearms range, training and retail facility in Davenport, Iowa. She’s

been involved in the firearms industry since childhood, working at gun shows with her parents early on. In the late 1990s she began shooting competitively, taking part in Bianchi Cup, ICORE, IPSC, PPC and Service Rifle, the latter of which included competitions at the prestigious Camp Perry. She is a certified instructor and has trained both rifle and pistol shooters.

Prior to opening her shooting facility, Westrom managed the ArmaLite store at Camp Perry, working with military and junior teams. In January 2016, she was selected to represent her home state of Iowa to join a group of dedicated female shooters who headed to Washington, D.C., to speak to legislators about the changing face of today's shooter and the growing market for women shooters in what became known as the "DC Project." Later that year, Westrom joined NSSF's Range Advisory Council, and in 2018 she was elected to NSSF's Board of Governors.



Hank Yacek

Hank Yacek has nearly 30 years of firearms industry expertise. His career has included a number of roles, ranging from sales, management and owning his own retail establishment to his current work partnering in an industry consulting firm. He began his career in 1998 in a local shop in Connecticut, and eventually owned his own store in Lexington, Kentucky. Yacek then graduated from the retail side of the industry and put his expertise to work as director of retail development for a large firearms distributor. More recently, with partner Doug VanderWoude, he founded Point of Impact Firearms Range & Retail Consulting, a firm dedicated to working with industry partners to promote growth and success at all levels.

EXHIBITORS

COMPANY	BOOTH
5.11 Tactical	508
We are innovators who make purpose-built gear for life's most demanding missions. Our goal is to lead the tactical gear industry by serving professionals worldwide.	
Action Target - Supporting Sponsor	414
Action Target designs, manufactures and installs shooting ranges, tactical combat houses and portable steel targets for innovative and versatile firearms training.	
Aero Precision	511
Aero is a mid-sized manufacturing facility with over 25 years of experience that specializes in the production and sales of AR15 style components for many calibers.	
Air Filters Inc.	422
Air Filters Incorporated specializes in the manufacturing of shooting range filters and housings. From standard to custom designed range filter solutions, we do it all.	
Ammo, Inc.	222
AMMO Inc. is a leading designer and manufacturer of performance-driven, high-quality and innovative ammunition products. Our new STREAK® Ammunition provides a new and exciting shooting experience for indoor range enthusiasts.	
Ammo-Up	521
Ammo-Up is simple technology necessary for all gun ranges. Our Ammo-Up Collectors are designed to help keep your shooting area clean of ammunition casing	
AmmoReady/CoreStore POS - Supporting Sponsor	207
Integrated ecommerce and POS. Auto-sync in-stock inventory with your custom online store. Sell in-store and online. Distributor dropshipping, ShipStation integration, auto-replenishment, membership management, range rentals.	

COMPANY	BOOTH
Apex Tactical Apex Tactical Specialties, Inc. is the largest manufacturer of aftermarket Duty/Carry and Competition drop-in handgun trigger kits in the world.	110
Armaspec	116
BLACKHAWK BLACKHAWK®, born from the first-hand, down-range experience of a Navy SEAL, is a leading manufacturer of tactical, military, shooting sport, and law enforcement equipment.	117
Big Rock Sports The premier firearms, ammunition and accessory distributor in North America, Big Rock Sports is focused on supplying local retailers with the tools needed to navigate the complexity of today's marketplace.	404
BizzFlo Bizzflo is a full suite POS and Firearm Range management software. The platform includes Memberships, Range reservations, Class management, FFL boundbook, 4473, Waivers and more.	307
BulletSafe Bulletproof Vests BulletSafe Bulletproof Vests are the best value in body armor. We offer level IIIA protection that you can sell for just \$299. Dealer Packages available.	100
C1 Partners C1 Partners is a Denver-based digital media and marketing company dedicated to helping small and medium sized businesses develop and implement successful online marketing strategies.	517
Carey's Small Arms Range Ventilation - Supporting Sponsor Carey's Small Arms Range Ventilation specializes in the design, controls, and installation of Indoor Firing Range Ventilation Systems.	323
Celerant Celerant is a premier provider of gun shop software, including shooting range software, gun store POS and firearms dealer software.	415

COMPANY	BOOTH
Century Arms/CanikUSA	503
Cervelle Software Cervelle Software has been providing quality, affordable, easy-to-use POS software for gun stores and ranges since 2000. For more details: visit www.CervelleSoftware.com or call 407-673-4898.	513
Champion Range & Target Champion® Range & Target is a leading provider of quality trap throwers, paper targets, metal targets, clay targets, hearing and eye protection and shooting systems.	102
Clark Nexsen Clark Nexsen is a full-service architecture and engineering firm with a long portfolio of projects dealing in law enforcement training facilities. We have worked on live fire ranges, driver training ranges, classroom buildings and many other types of building and training areas found on public safety training facilities.	125
Colorado School of Trades	407
Crossbreed Holsters	525
Daniel Defense Daniel Defense, manufacturer of premium ARs and bolt guns, has a new rental gun program you'll want to learn about. See us at booth #504.	504
Davidson's, Inc. Davidson's Inc., headquartered in Prescott, Arizona, proudly distributes range products nationwide. For more information about our EZ Range Program please call 800-367-4867 or visit davidsonsinc.com .	424
En Range	123
ETS Group ETS Group provides customers with durable, innovative, made in the USA clear polymer magazines and the fastest loaders the shooting world has ever seen.	401

COMPANY	BOOTH
Evolve Range Systems	319
Evolve Range Solutions brings the newest in range technology with their live fire digital shooting system; EV-R Targeting System™ and shooting range solutions.	
Faxon Firearms	411
Faxon Firearms is a premium American handgun & rifle manufacturer. Faxon also manufactures barrels, parts, and accessories for various modern sporting rifle and handgun platforms.	
FBI NICS	118
Federal Ammunition - Education Sponsor	314
Federal Ammunition is headquartered in Anoka, Minnesota and provides hunters and shooters with high-quality rimfire, centerfire and shotshell ammunition, as well as reloading components. Learn more at www.federalpremium.com	
Freedom Hunters	506
Galco Gunleather	510
Celebrating 50 years in 2019, Galco Gunleather is the premier American-made line of superb-quality holsters, belts and accessories, utilizing leather, injection-molded plastic, nylon and Kydex.	
Gun StoreMaster	108
Professional ATF compliance software for FFLs Gun StoreMaster has features to manage firearm regulatory and inventory requirements, allowing you to spend more time with customers.	
GunFun Targets	325
GunFun Targets, same day shipping, delivered pricing, Quantity discounts and over 200 target choices. 3,000,000 targets in stock.	
GunSkins	211
GunSkins are a DIY protective vinyl wrap for guns, magazines, and other tactical gear. Highly durable and non-porous, GunSkins provide concealment, enhancement, and/or recognition.	

COMPANY	BOOTH
Guns.com	218
Guns.com is the most user friendly, low cost way for store front dealers to sell new and used firearms on a marketplace	
Hogue Inc.	401
Hogue Inc has long been the leading manufacturer in gun grips and other firearm accessories. Hogue's Range programs allow free goods on firearm rental guns.	
Hoppe's	104
Hoppe's® has been the industry standard in gun care products for more than 100 years. Hoppe's® line of cleaners, lubricants and cleaning accessories are relied on around the world.	
IWI	119
Jamestown Plastics	223
Click it Clam™ Ammunition Cases are the perfect storage case to keep your rounds protected, dry, organized, and are TSA Compliant. 100% Made in USA	
Kaos Concealment Holsters	214
L3 EOTECH	507
Legacy Sports International	309
Booth 309 Come see the Legacy Sports International Brands and opportunities That are Available For Your Range Program. HOWA rifles, POINTER shotguns, CITADEL 1911's	
Lipseys	321
If you're looking for the most popular exclusives in the industry, competitive pricing, and world class customer service, look no further. Lipsey's – Innovative Firearms Distribution	
Live Oak Bank	418
Live Oak Bank offers financing to indoor range owners for acquisitions, expansions, refinance or working capital. Contact Jimmy Neil at 910.212.4951.	

COMPANY	BOOTH
MT2 Firing Range Services	224
MT2 provides comprehensive indoor/outdoor firing range services including design/build, assessments, maintenance/upgrades; maximum lead reclamation, construction, trap installation, soil treatment, lead dust abatement, and facility closure.	
Mantis	423
Mantis Tech manufactures high-tech shooting performance systems that give real-time feedback on how shooters can improve.	
Meggitt Training Systems	308
Meggitt Training Systems is the industry leader for building gun ranges. For all of your gun range needs, set your sights on the best. Booth# 308	
Mile High Shooting Accessories	315
Mile High Shooting Accessories, the premier U.S. Distributor for Accuracy International, the worlds finest sniper rifle and Importer/Distributor of SPUHR, Ideal Scope Mounting System.	
Minelab Americas Inc.	306
Minelab is the world leader in providing metal detecting technologies for consumer, humanitarian demining and military needs.	
Mission First Tactical	501
Mission First Tactical is an industry leading manufacturer of Gun Accessories and Pepper Spray	
Mobile Range Technologies	509
Mobile Range Technologies is the industry innovator in container firing ranges and mobile trailer firing ranges focused on design, development, and technology.	
MyFFLBook.com	205
MyFFLBook is an "All In One" software for FFL's, Collectors, Gun Shops, Gunsmiths and Gun Ranges.	

COMPANY	BOOTH
NFP	519
Insurance agency providing tailored programs specific to the shooting sports industry; indoor/outdoor ranges, retailers/wholesalers, and manufacturers of firearms & ammunition.	
NexGen Range Consulting, LLC	324
NexGen assists range owners creating their own "next generation" shooting facilities. With clients in 45 states, NexGen offers "a la carte" services, allowing clients to choose services they need, at the time needed.	
Night Fision	220
Ningbo Rotchi Business Co., Ltd.	305
North American Rescue	322
Leading the way to equip bystanders with the essential medical gear needed to take immediate action in life-threatening emergencies.	
NSSF	120
To promote, protect and preserve hunting and the shooting sports. Formed in 1961, NSSF has a membership of thousands of manufacturers, distributors, firearms retailers, shooting ranges, sportsmen's organizations and publishers nationwide.	
Ohana Ammunition	522
Backed by 30 years of shooting industry experience, OHANA AMMUNITION is here to provide improved performance, accuracy, and competitive mastery. Custom buying programs available!	
Otis Technology	219
Otis Technology is known for manufacturing the most advanced firearms maintenance systems and accessories. Made in the USA, Otis Technology is SMART GUN CARE.	
Payroc	115
Payroc drives commerce for firearms merchants with anytime, anywhere payment solutions. We're a privately held full service payment processor, servicing 30,000+ clients, processing over 10B in annual card volume.	

COMPANY	BOOTH
Polymer80	112
REAL AVID	523
RSR Group, Inc.	225
RSR Group, Inc. is a leading distributor in the shooting sports industry with over 40 years' experience delivering unparalleled service to dealers.	
Range Recovery Technologies	114
Come see Range Recovery Technologies for all of your outdoor lead clean up and the release of our new shot recovery system!	
Range Systems	514
Range Systems, one of the big three in complete indoor shooting ranges, offering the safest, quietest ranges for your guests. Introducing NEW products this show.	
Rapid Gun Systems/EZ Facility	500
The BEST POS for ranges (Rapid Gun Systems) and the industry leader in range/membership management (EZFacility) are now fully integrated. See product demos—BOOTH 500.	
RTG/Gearfire - Supporting Sponsor	101
Show Specials – 2,500+ Retailers. 66% of NSSF 5-Star Ranges. ATF Compliant – 15 Distributor Feeds – Integrated POS, Range, eCommerce. Visit Gearfire / RTG AXIS at Booth 101.	
Rushing Air	318
Rushing Air Exclusively specializes in the design and deployment of the safest, profit generating range ventilation systems	
Sagewood Transaction Advisors	122
Savage Range Systems	124
Savage Range Systems offers the safest and cleanest environment possible for shooters and range personnel, while providing innovative, durable and cost-effective range equipment.	

COMPANY	BOOTH
Shooting Range Industries	408
Shooting Range Industries is a premier design and quality manufacturing company of innovative live fire, modular shooting ranges, full range equipment, and HVAC supply.	
Sig Sauer	300
SIG SAUER, Inc. is a leading provider and manufacturer of firearms, electro-optics, ammunition, airguns, suppressors, and training.	
SinterFire	216
Spire Ranges	320
Established in 2015, Spire Ranges is innovating new paths in firearms range equipment manufacturing and installation. From a full-line of indoor and outdoor automated target systems.	
SportEar	406
Sports South	419
Springfield Armory	215
Springfield Armory manufactures XD®, 1911, 911 pistols and the M1A & Saint rifle line. Our competitive range program is available to all dealers.	
Strategic Systems	121
Tactacam	524
Targetscope	518
Live-fire shot detection and scoring technology for indoor ranges. X-Shot systems install in any new or existing shooting range.	
Targetworx	400

COMPANY	BOOTH
Taurus	405
For 80 years Taurus stands as one of the major handgun brands in the world, with products serving professional defense, competitive shooters, target shooters, and hunters alike.	
Thompson Targets	304
We manufacture ultra bright high quality paper, reactive, and adhesive targets for ranges and retail stores nationwide. We also make innovative indoor range target hangers.	
Ti Outdoors	420
By adding Ti Simulation/Live Fire systems to you range, training class, club or organization, your customers can engage in immersive virtual experiences - laser or Live Fire.	
Tiger-Vac Inc	425
Trainshot USA	400
Tri-Technical Systems	505
Trident 1	301
Trident1 is a SEAL Non-profit partnered, all-in-one FFL POS software with API integrated compliance, real-time distributor inventory, and firearm friendly credit card processing.	
USCCA - Presenting Sponsor	107
The USCCA is the fastest-growing organization for people committed to being strong protectors for their families. Partner with us to grow your business and save lives.	
Walker's	201
Walker's is and will always be the leader in hearing protection and enhancement. Walker's is a subsidiary brand under GSM Outdoors.	

COMPANY	BOOTH
Westone Laboratories	106
Since 1969, Westone has been dedicated to providing our customers with the best products and services designed to protect or enhance the human hearing experience.	
Winchester	515
A world leader in delivering innovative products, Winchester Ammunition is a brand built on integrity, hard work and a deep focus on its loyal customers.	
XS Sights	401
XS Sights supports retailers, ranges, and trainers with tiered packages of training and merchandizing materials, plus FREE and discounted night sights for range rental firearms.	
Zanders	520
Stop by Zanders Sporting Goods booth to see our exclusive Dealer Range Program designed to maximize your investment into multiple manufacturer's products.	



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