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FEBRUARY 2017 NEWS



Dear Valued ESS Customer:

It has been a great start to 2017, and we wanted to say Thank You for being a part of the Elite Shooting Sports journey! Our range has welcomed over 72,000 customers in two years of its operation. The week between Christmas and New Year's, we had nearly 10,000 customers visiting our facility. We appreciate everyone's patience during these busy times as we worked hard to accommodate all of the shooters.



This year, we are on a mission to deliver an ever-expanding list of exciting and industry-relevant programs, including the expansion of our guest instructor series and the launch of intermediate and advanced pistol courses.

Keep reading to learn more about our latest developments, retail updates, and a few exciting events that you wouldn't want to miss - so, mark your calendars! As always, if you have feedback or suggestions, please drop us a line at info@eliteshootingsports.com.

HORNADY RELOADING

Join us on **Saturday, March 4** and **Sunday, March 5** for a weekend of Hornady reloading, with Guest Instructor Bill Hassig from Concord, NC.

Reloading allows shooters to customize loads for individual firearms. Of course, reloading can also offset much of the cost of shooting by reusing the most expensive component of ammunition - the cartridge case. Handloaders maintain total control of the ammunition assembling process. Plus, you'll enjoy an overwhelming feeling of self-satisfaction when you knock over that plate, hammer the X ring, or drop that trophy buck with ammunition you personally handloaded.

SATURDAY, MARCH 4, 2017

11:00 AM to 1:00 PM: Reloading for Beginners - **Price: \$35 (non-refundable)**

2:00 PM to 4:00 PM: Advanced Reloading/Special Tools - **Price: \$35 (non-refundable)**

SUNDAY, MARCH 5, 2017

10:00 AM to 12:00 Noon: Reloading for Beginners - **Price: \$35 (non-refundable)**

1:00 PM to 3:00 PM: Advanced Reloading/Special Tools - **Price: \$35 (non-refundable)**

Each participant will receive a \$20 voucher at the conclusion of the seminar to be used toward any Hornady reloading equipment or supplies purchased in our store. [Click here](#) to register.



SPECIAL OFFER: Register for both classes and receive a \$35 voucher to be used toward any Hornady reloading equipment or supplies purchased in our store. Price: **\$60 (non-refundable)**.

ABOUT THE INSTRUCTOR: Bill has over 30 years of reloading experience. He has competed in Benchrest, Military Match, and Civilian Marksmanship Programs. In addition, Bill has 7 years of law enforcement duty. He enjoys hunting and shooting sports. His passion is reloading for accuracy and sharing this knowledge with others.

TODD LOUIS GREEN MEMORIAL SHOOT



Join us on **Saturday, March 25, 2017** for the Todd Louis Green Memorial Shoot.

Celebrate Todd's life and contributions to the firearms industry with fellow friends and shooters the way Todd would love best - a day at the range! Attend seminars delivered by leaders in the industry, socialize and shoot an informal competition for



bragging rights in this one-day event hosted by Kimberly Green, Simon Golob, and TK Ives. All proceeds from the Shoot will go to Rampage for the Cure, a site Todd started to raise funds to support research to cure kidney cancer.

To register, visit: <http://tlgms.org/>.

As Todd would say, "Train hard and stay safe!"

TRAINING

MULTI-STATE/UTAH CONCEALED CARRY COURSE

Are you looking for some additional training? Our next Multi-State/Utah Concealed Carry Course is scheduled for **Thursday, February 2, 2017, 6:00-10:00 PM**. This four-hour course is taught by Mike Stilwell, a Utah resident certified instructor with over 15 years of experience teaching this course for the Utah Department of Public Safety. The course meets the requirements for the Utah Concealed Carry Permit, recognized in multiple states. **Prerequisite: A valid Virginia Concealed Carry Permit.**



Price: \$95 (non-refundable). [Click here](#) to register.

LADIES DEFENSIVE READINESS AND CONCEALED CARRY METHODS

This is a three-hour course for women taught by our amazing all-female instructor staff. The program focuses on the awareness and techniques necessary for developing an alert mindset to recognize risks and dangerous situations to avoid becoming a victim. Included is an overview of different use of force options and how to prepare for disaster. This course also offers an extensive review of various methods of concealed carry, specifically tailored to the unique needs of female shooters.



Price: \$75 (non-refundable). Note: This course does not meet the requirements for the Virginia Concealed Carry Permit. [Click here](#) to register.

DEFENSIVE SHOOTING SIMULATOR COURSE

This three-hour intermediate level simulation-based course utilizes our state-of-the-art Ti-Training Simulator. The program focuses on a range of concepts including threat assessment, shooting on the move, shooting multiple targets, and shooting moving targets. There are no prerequisites for this course; however, basic shooting experience is recommended. (Note: Some simulation scenarios contain graphic images and/or profanity.)



Price: **\$85** (non-refundable). [Click here](#) to register.

PRACTICAL CARBINE COURSE

This is a two-day, eight-hour course that will focus on the fundamentals of shooting the AR-15 rifle platform and the more advanced concepts of practical rifle handling, multiple shooting positions, and shooting on the move. Improve your speed and accuracy and learn basic defensive concepts. Additionally, this course will provide an overview of rifle accessories, equipment, and proper care and cleaning.

Price: **\$250** (non-refundable). If you do not already have a Range Card, there is an additional \$10 fee for range orientation. Must be 18 or older to take this course. [Click here](#) to register.



YOUTH RIFLE PROGRAM

This course is designed for children between the ages of 8 and 17. Students will learn about firearm safety and rifle marksmanship in a comfortable environment, while developing excellent safety habits and solid shooting fundamentals. In addition, youths will have an opportunity to try out our various .22 rifles such as TacSol, Smith & Wesson, Henry, and Ruger.

Price: **\$75** (non-refundable). If your children do not already have a Range Card, there is an additional \$10 fee to process them through the orientation. [Click here](#) to register.



GUEST INSTRUCTOR SERIES

Dr. William Aprill's Unthinkable: Concepts and Techniques for the Gravest Extreme AND John Murphy's Concealed Carry: Skills Beyond the Gun

ONE WEEKEND, TWO CLASSES:

[Dr. William Aprill's Unthinkable: Concepts and Techniques for the Gravest Extreme](#)
SATURDAY, JULY 22, 2017

"Unthinkable" is, in brief, a tour of the dark side of criminal violence. In one very full day, attendees will undertake a fast-paced and interactive overview of how dangerous aggressors think as they decide whom to victimize, and we'll review target demeanor and behavior for cues that we appear easily victimized. Hands-on training will introduce robust, effective techniques for disarming an assailant armed with a pistol and the day will finish with an in-depth survey of the best processes and methods to establish a powerful and adaptive defensive mindset. **Price: \$200** (non-refundable).

[John Murphy's Concealed Carry: Skills Beyond the Gun](#)
SUNDAY, JULY 23, 2017

"Concealed Carry: Skills Beyond the Gun" goes in-depth on the aspects and perspectives of concealed carry that aren't addressed in basic permit courses or advanced shooting classes. Learn pepper spray use, pre-incident indicators, concealed carry tactics, critical negotiation skills & more! **Price: \$200** (non-refundable).

[Click here](#) to register. For questions, contact John@FPFTraining.com.



Urban Survival Syndicate: Personal Protection for Business Professionals

You, and only you, are responsible for your family's safety. Do you know what to do in an emergency? Learn skills and tactics that can keep you and your family safe and alive. The URBAN SURVIVAL SYNDICATE will teach you how to properly shoot a handgun; trauma care that can keep an injured loved one alive until help arrives; how to make your home a hard target and deter criminals; active shooter/terrorist attack response; why you should start with carrying a knife; and how to mitigate your legal risk if you use deadly force. **Price: \$300.**

To register for a class, visit: US-Syndicate.com. You can also learn more on their [Facebook](#) and [YouTube](#) pages.



PRIVATE INSTRUCTION

We offer private firearm instruction here at Elite for all levels of experience and firearm platforms. To inquire, send an email to training@eliteshootingsports.com. Currently, we have instructors available Monday through Friday, 9:00 AM to 5:00 PM.

LEARN MORE

2017 SHOT SHOW

Elite Shooting Sports is an industry partner of the National Shooting Sporting Foundation (NSSF), the



trade association of the firearms industry. For the last 39 years, the NSSF has organized an exclusive industry event: the Shooting, Hunting, and Outdoor Trade (SHOT) Show. The SHOT Show is not open to the general public. It's an international display of firepower, featuring more than 1,600 exhibiting companies and hundreds of new products - guns, tactical and hunting gear, and related items.



The SHOT Show attracts exhibitors, buyers, and industry professionals from all 50 states and more than 100 countries. The exhibit hall is the equivalent of 13 acres, and NSSF reports a whopping 64,000 attendees at this year's show in Las Vegas, NV.

This year, we sent two representatives of Elite Shooting Sports to the 2017 SHOT Show. For three days, Charlene Frappier and Danielle Sturgis met with many manufacturers, including Aimpoint, JP Enterprises, Kryptek Outdoors, LaRue Tactical, Trijicon, Vortex, CRKT, Streamlight, all represented in the retail space here at Elite Shooting Sports. They made sure to visit and thank the manufacturers who participated in our Second Anniversary event, including Aimpoint, Armalite, FNH USA, Glock, H&K, Sig Sauer, Smith & Wesson, and Walther Arms. One of the highlights of the Elite's team experience at the Show was the opportunity to meet and talk to a number of pro shooters, including Jessie Duff, Jerry Miculek, Julie Golob, Doug Koenig, and Lena Miculek.

Want to see videos from the floor of the Show? Check out NSSF's page for [2017 SHOT Show Product Spotlights](#).

RETAIL UPDATES

Visit our retail area today to check out the latest and hottest products of 2017, featured at this year's United Sporting Companies Trade Show in Columbia, SC and at the 2017 SHOT Show in Las Vegas, NV.

In the last two weeks, we have significantly expanded and will continue to grow our retail area to include new merchandise by Magpul, Leupold, Trijicon, Birchwood Casey, Peltor, Howard Leight, Hornady, Drago Gear, Bulldog Cases, SOG, Kershaw, CRKT, Sabre, and many, many others.





Elite Shooting Sports is now an official dealer of Sticky Holsters, a line of Inside the Waist Band (IWB) holsters for concealed carry. How does a Sticky Holster work? The outside skin is a super non-slip material that, with a little pressure, adheres to just about anything. The outer material combined with the inner closed-cell foam and inner liner keep your pistol and the holster securely in place. In the pocket, it

works like any other pocket holster. However, when you pull the gun, the outer layer grabs the inside of your pocket. In addition, with use and body heat, your Sticky Holster will conform to your particular gun, making a custom fit.

[Check out Sticky Holsters on the web](#); then come visit our retail area to try one out today!

A promotional graphic for Super Bowl LI. At the top center is the Elite Shooting Sports logo, a gold shield with a black silhouette of a bird and the text "SHOOTING SPORTS". Below the logo, the text "SUPER BOWL LI" is written in a large, bold, yellow serif font. Underneath that, "Come watch the big game with us!" is written in a white serif font. The word "PATRIOTS" is in a large, white, serif font, followed by "vs." in a smaller white serif font, and "FALCONS" in a large, white, serif font. To the left of the text is a white New England Patriots helmet with a red and blue face mask. To the right is a black Atlanta Falcons helmet with a white and red face mask. At the bottom, "Sunday, 2/5 @ 6:30PM EST" is written in a white serif font. The entire graphic has a black background.

FIREARMS RENTAL

Elite Shooting Sports has over 60 firearms in our rentals program. These guns are available for rent to: (1) customers with a valid Concealed Carry Permit; (2) active duty military; or (3) current or retired Law Enforcement with valid credentials. In addition, firearms are available to rent with ESS instructional supervision for classes, one-on-one instruction, and corporate events.

Choose handgun rentals from a variety of major firearm manufacturers such as FNH USA, Glock, Heckler & Koch (H&K), Ruger, Sig Sauer, Smith & Wesson, Springfield, and Walther, as well as firearms in the AR-15 rifle platform by Armalite, H&K, Smith & Wesson, and Springfield.

The handgun rental fee is \$10.00/hour for a single firearm and \$15/hour for two firearms in the same session. Rifle rental fees range from \$15 to \$25/hour for a single firearm. All ammunition for rental firearms MUST be purchased at Elite Shooting Sports.

For a complete listing of available firearms, [click here](#).



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