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JANUARY 2017
NEWS



Dear Valued ESS Customer:

With 2016 coming to an end, we'd like to take this opportunity to express our heartfelt gratitude to every one of our customers for your support throughout the year. We hope you have a wonderful holiday season, filled with peace, happiness, and all of your favorite things!

As a reminder, **we are open until 4:00 p.m. tomorrow, Christmas Eve and will be closed on Christmas Day, December 25, 2016.**

Looking for last-minute gifts? There's still time to get your loved ones just what they want. Check out some of the latest arrivals in our retail area.



One of the top highlights of 2016 was our Second Anniversary Celebration, which again saw record attendance with more than 2,400 attendees. Both new and returning customers joined in the festivities surrounding our two-year milestone. If you missed out, check out [our Facebook page](#) for photos. We were even broadcasting live from ESS using the Facebook Live feature!

2016 marked the launch of new training courses and specialty seminars, including the Utah Concealed Carry Course, Ladies Defensive Readiness and Concealed Carry Methods Course for women taught by our all-female instructor staff, Youth Rifle Program for children between the ages of 8 and 17, Defensive Shooting Simulator Course, Practical Carbine Course, and a variety of specialty classes in our guest instructor series.

In 2017, we'll deliver an ever-expanding list of exciting and industry-relevant programs. Stay tuned for exclusive course offerings and information about how to book your next corporate event at the nation's most advanced indoor shooting range!

Keep reading to learn more about our latest developments, retail updates, and two exciting new courses in our guest instructor series. As always, if you have feedback or suggestions, please drop us a line at info@eliteshootingsports.com.

5 (FUN) NEW YEAR'S RESOLUTIONS

Are you reflecting on goals and resolutions for the New Year? Here are five resolutions you'll want to keep!

1. Introduce a friend to Elite Shooting Sports.
2. Take a new [training class](#).
3. Attend our [Ladies Night](#) with your significant other, or bring a friend.
4. Try a new gun that you've always wanted to shoot.
5. Post a picture to social media with the hashtag [#eliteshootingsports](#) - you might be the featured picture of the month!

TRAINING

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! "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. Hands-on training will introduce robust, effective techniques for disarming an assailant armed with a pistol. The day will finish with an in-depth survey of the best processes and methods to establish a powerful and adaptive defensive mindset. "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.

Price: **\$400** (non-refundable). [Click here](#) to register.



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 you 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:

Early Bird: \$375 (if booked 30 or more days in advance)

Standard: \$400

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.

LEARN MORE

RETAIL UPDATES

This year marked the expansion of our retail area to include thousands of items, ranging from Hornady reloading equipment to AR parts and accessories from such popular brands as Aero Precision, Bravo Company, GG&G, Geissele, JP Enterprises, Magpul, Mega Arms, San Tan Tactical, and many, many others. Visit our retail area today!



ONLINE PHOTO GALLERY

Make memories of your visit to Elite last – buy your photos online today! Simply go to our website and click on *Buy Photos Online* under *Rates/Services*.



Available as 5"x7" and 8"x10" prints, as well as digital downloads.

HOLIDAY HOURS

Come on out to Elite Shooting Sports over the holidays - whether you want to put some rounds through your new gun, introduce your child to firearm safety, or simply relax with friends and family, we'd love to see you soon. Here are our updated holiday hours.



Holiday Hours

Christmas Eve
Sat, 12/24/16 - Open
until 4:00pm

Christmas Day
Sun, 12/25/16 - Closed

New Year's Eve
Sat, 12/31/16 - Open
until 4:00pm

New Year's Day
Sun, 1/1/17 - Open
9:00am to 9:00pm

GIFT CARDS

Still looking for some last-minute gifts just in time for the holiday? Give your family and friends the gift of choice: Elite Shooting Sport is the gift that offers something for everyone.

Gift cards are available in any dollar amount and can be used for range time, firearm rentals, merchandise and apparel, or ESS classes.

So, don't delay - there's still time to do your holiday shopping in one stop. Visit our Customer Service for more information or to make a purchase.



FOLLOW US



Are you on [Facebook](#), [Twitter](#), or [Instagram](#)? We want to see photos of your visit to Elite Shooting Sports. Use the hashtag #eliteshootingsports and you could be featured in our next monthly newsletter! This month's featured photo is from [Ben George](#) on Facebook.

Forward this email

STAY CONNECTED

