



## WINTER 2016 NEWS

January 18, 2016



Dear Valued ESS Customer:

With 2016 well under way, we would like to thank each and every one of you for all your loyalty and support throughout the last year. Our range has welcomed nearly 41,000 customers in just over a year of its operation, with the 2015 holiday season having been one of the busiest.

We saw record attendance at our one-year anniversary event in November 2015. Both new and returning customers joined us in celebrating our accomplishments and participated in activities aimed at connecting with our customers and the industry. Attendees had the opportunity to tour the facility, learn about our plans to expand programs and services, meet factory representatives from the industry, radio and television personalities, Government and County officials, enjoy some great barbeque, quality shooting time on the range, giveaways and drawings for some really great prizes. Wayne Weber from H&K, Tori Nonaka from Glock, Chad Dukes with 106.7 "The Fan," and History Channel's Adam Benson from "Top Shot All-Stars" were among the many attendees at our event, drawing the crowds and partaking in the activities to make sure everyone was having a great time.



Overall, last year demonstrated growing interest and enthusiasm. We have seen positive growth in our memberships and increased business demand in our course offerings and industry events.

In 2016, we are on a mission to deliver even more exciting and industry-relevant programs to our customers.

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## COURSES AND TRAINING

Online registration is open 24/7 for our popular ESS Concealed Carry and Ladies Only Basic Pistol Courses. Both meet Virginia's concealed carry application requirements. The Ladies Only program has been a huge success, with classes filled to capacity through June 2016. More classes will become available in the months to come. This includes the Utah Concealed Carry Course and the expansion of our guest instructor series. [Click here](#) for information about our current course offerings and pricing.

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## PRIVATE INSTRUCTION

Are you looking for private instruction to help you feel more comfortable and/or advance in your shooting?

Private firearm instructions are available here at Elite for a standard instructor fee of \$50/hour for annual members and \$65/hour for hourly customers. This includes range time and targets.



Please call (703) 335-2750 for scheduling availability.

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## FIREARM RENTALS

Customers have been asking, and we now have firearms available to rent for classes, one-on-one instruction, and corporate events. We offer a variety of popular firearms from most major manufacturers, such as Glock, H&K, Walther, Smith & Wesson, Ruger, Sig Sauer, Springfield

Armory, Browning, as well as firearms in the AR-15 rifle platform. ESS instructional supervision is required and available for an additional fee during the firearm rental.



The firearm rental fee is \$10.00/hour for a single firearm. If you want to try multiple firearms in the same session, the fee is \$15.00/hour. All ammunition for rental firearms must be purchased at Elite Shooting Sports.

As we work to expand our firearm rental offerings in the coming weeks, we plan to open up this program to include firearm rentals to our existing range customers with a valid Virginia Concealed Carry Permit who are interested in trying out our different firearms. ESS supervision will not be required but normal range fees will apply.

Please see our range desk staff for details about the policy and firearm availability.

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## EVENT PLANNING

Whether you're looking to have a corporate event, a team building exercise, a birthday or bachelor/bachelorette party, or simply a fun day out with your friends or family, Elite Shooting Sports can make your occasion a special one. Our facility offers private range, classroom, and simulator rentals. You can also customize your package to include firearm rentals and private instructors. Catering packages are available for an additional fee. To inquire about availability or book your event today, email us at [info@eliteshootingsports.com](mailto:info@eliteshootingsports.com).



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## ONLINE PHOTO GALLERY

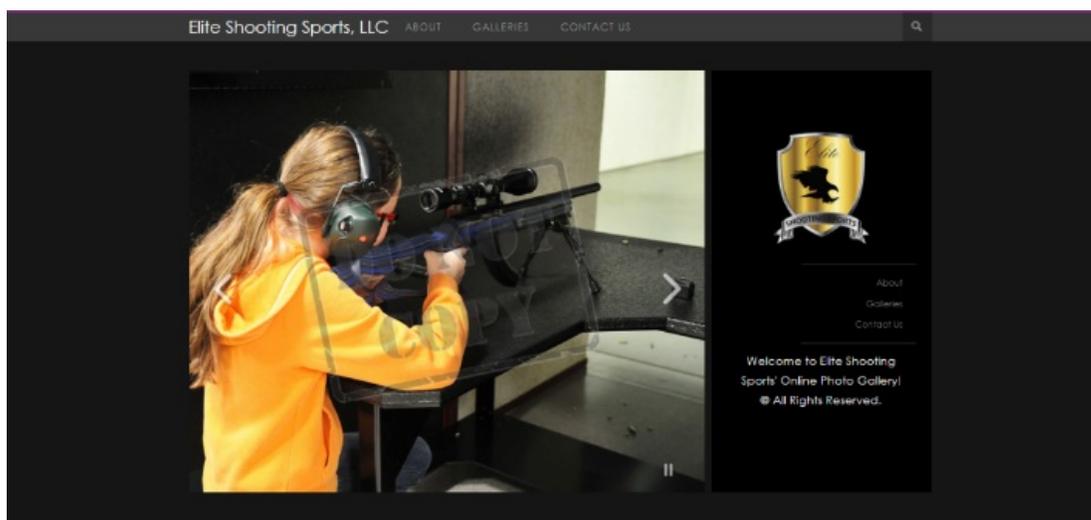
Elite Shooting Sports now offers a service that allows you to browse and buy your photos online as prints or digital downloads. All photos found in our Online Photo Gallery are work of

Elite's official photographer and long-time instructor, Vince Cavaleri.

Vince is a phenomenal photographer - some of his work has graced the pages of *National Geographic*. When he is not instructing, you can usually find Vince with his camera among our many customers, making sure everyone is staying safe and having a good time, while providing us with some really awesome photos of all the action here at Elite Shooting Sports.

Whether you are looking for a gift idea or simply a nice memory of your time at Elite, [visit our Online Photo Gallery](#) to buy your photos today. All prints are made on high-quality, photographic paper. Several paper types as well as color correction services are available.

And now for a limited time only, use the promo code **SAVE%50** to save 50% on your initial order. Browse the photos by galleries and when ready, add your customized selection to the cart for hassle-free, secure check out. The promo code expires **March 1, 2016**. So, don't delay - place your order and save!



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## EMPLOYMENT OPPORTUNITIES

We are always looking for energetic people from diverse backgrounds and with a wide variety of skills and abilities to join our team here at Elite Shooting Sports. Part-time positions are available for weeknight and weekend shifts.



If interested, send your résumé today to [jobs@eliteshootingsports.com](mailto:jobs@eliteshootingsports.com).

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## RETAIL AREA

We have significantly expanded and continue to grow our retail area. From targets, gun care products, ESS apparel, bags, magazines, safes, and shooting accessories to AR accessories and furniture by Magpul Industries; holsters by leading manufacturers such as Blade-Tech and Blackhawk; optics and red dots from Aimpoint, Leupold, Vortex, Burris, C-MORE, and Trijicon. We also have the largest stock of quality ammunition in the area at very competitive prices.



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## RANGE RULE REMINDERS

Our goal here continues to provide a safe shooting environment for all to enjoy. At the same time, we strive to keep our ranges as pleasing to the eye as possible. So, join us in having the best shooting experience by following these range rules:

- All firearms entering the facility must be either holstered OR unloaded and cased.
- Never handle firearms in the area behind the shooting booth. Firearms must be cased or holstered in this area even if they are just being moved between lanes.
- All targets must be placed at eye level to ensure the rounds go directly into the backstop. Be mindful of range damage, bullets do continue on a path beyond the paper and cardboard targets you are shooting at.
- If you have brought more than one firearm, use only one at a time. When finished, case the cleared firearm and ammunition before using the next one.
- No handguns are allowed on the 100-yard range. When you are done shooting your long guns, please seek assistance of a Range Safety Office to be moved to a shorter range.
- All range commands given by ESS staff and Range Safety Officers must be obeyed immediately and without question. Range commands are non-negotiable.
- If you observe an unsafe condition, report it to a Range Safety Officer immediately.

[Click here](#) for a complete list of ESS Range Rules.

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## FOLLOW US

To keep informed of the news and updates about the facility and services, visit [our website](#) or [follow us on Facebook](#). In addition, Elite Shooting Sports is coming to Instagram and Twitter soon. Stay tuned.

Thank you again for all for your continued support, enthusiasm, and commitment to Elite Shooting Sports. We look forward to having you and your families as a part of our continued journey to success in the year ahead!